OFFICE EQUIPMENT *Digest*

A GEYER PUBLICATION

Edited for
PURCHASING AGENTS
CONTROLLERS AND
OFFICE MANAGERS

TOBER
1942

Pencil problems solved at

"LEADQUARTERS"

COPYRIGHT 1942 EAGLE PENCIL COMPANY

HERE, at the largest pencil factory in the world, despite war shortages, priorities and prohibitions, we are preserving quality and increasing production of many pencils important to the nation.

As new problems challenge, Eagle research and resourcefulness answer with new formulae, new methods, new inventions. Sometimes the answer is as startling as "WARGUM", our new rubberless compound for pencil plugs . . . or it may be just a modest development in pencil ferrules to save strategic brass . . . or a successful world search for a scarce mineral . . . or the invention of a gigantic pendulum device to measure pencil smoothness precisely for the first time.

In days of peace, Eagle invented, among many other things, the first copying pencil, the first mechanical pencil, the first rubber - inserted pencil, "Chemi - Sealed" pencils—and scientific devices of every nature to measure the performance of lead pencils so that we could improve their quality.

Brilliant Eagle chemists and technicians are now meeting and mastering war problems with untiring devotion. Everything we learn in these days, every new skill we develop at "Leadquarters", will prepare us better for the works of peace.

EAGLE PENCIL COMPANY

"Leadquarters" for fine pencils

NEW YORK • LONDON • TORONTO

IT TAKES BALES OF BLUEPRINTS TO BUILD A BATTLESHIP.

About 40 tons—to be accurate! And not only in shipbuilding but in hundreds of other war industries the preparation of countless specifications and data for blueprint reproduction ***must be speeded up!***

Official U. S. Navy Photo.

IT TAKES BALES OF BLUEPRINTS TO BUILD A BATTLESHIP.

Valuable work hours previously spent by draftsmen and specification writers on handlettering now can be saved by

Classic TYPEWRITER RIBBONS

Especially Made for Blueprint Reproduction

Note These Outstanding Advantages:

1. Specifications can now be copied by typists right on to the original tracing paper or cloth, instead of being handlettered by high priced draftsmen.
2. Impressions from CLASSIC Ribbons are clean and opaque, assuring sharp blueprint reproduction.
3. It is not necessary to use carbon paper beneath the tracing paper or cloth.
4. The original impression does not "halo" or spread on the tracing paper or cloth. The original may be filed away and used months later. Typing will show sharp and clean on the blueprint.
5. Typing from CLASSIC Ribbons may be erased without smearing or affecting the surface of the tracing paper or cloth.
6. Makes possible almost double the operating speed of blueprint machine.

CLASSIC RIBBONS are a "natural"—for war industries. Ask your dealer or contact the Columbia office nearest you.

COLUMBIA RIBBON & CARBON MANUFACTURING COMPANY, INC.

Main Office and Factory—Glen Cove, L. I., N. Y.

Branches

58-64 West 40th Street, New York City
204 Dwight Building, Kansas City, Mo.
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227 East Michigan Street, Milwaukee, Wis.
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107 Union Street, Nashville, Tenn.
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COLUMBIA TYPEWRITER RIBBONS & CARBON PAPERS

ALMOST EVERY BUSINESS NEEDS THESE USEFUL GLOBE-WERNICKE OFFICE ACCESSORIES TO SPEED UP ROUTINE AND INCREASE WAR PRODUCTION

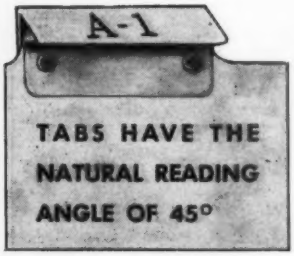
There are many Globe-Wernicke office accessories that meet the war-time need for greater efficiency. They enable people to do more work and do it faster...speed up office routine.

Globe-Wernicke will continue to do everything possible to provide the dependable and indispensable "business helps" needed by the business concerns of our country.

Consult your local Globe-Wernicke stationer.

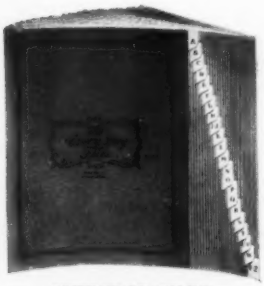
BOX FILES

Needed in nearly every office and often used for personal filing . . . practical and inexpensive. Available in letter and cap sizes. Choice of several styles of indexing.



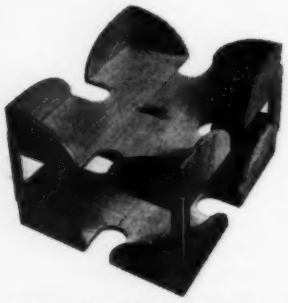
ANGULAR CELLULOID TAB GUIDES

Easy to see . . . easy to find . . . no stooping or bending to read indexing. Inserts are removable, changes made easily . . . assures greater accuracy and speeds up filing and finding.



EVERYDAY FILES

Has many uses...made in two sizes ...several styles, tabbed alphabetically, days of months, etc. Also with metal tabs having removable inserts. A handy work organizer.



ACCESSO WOOD DESK TRAYS

Wide hand openings on all four sides and bottom make it easy to handle papers. Designed for efficiency and convenience. Trays may be stacked or combined laterally.

★

For over 60 years Globe-Wernicke has been a leader in the production and development of dependable office equipment and supplies.

●

AGATE CARD INDEX TRAYS

The trays meet most requirements for card index filing. Sturdily constructed of heavy binders' board... wood follower. Made in 3x5", 4x6", 5x8", 6x9" and check file sizes.

★ BUY MORE WAR BONDS ★

Globe-Wernicke Service

Globe-Wernicke

Cincinnati, Ohio

MAKERS OF OVER 4000 ITEMS NEEDED IN OFFICES

Steel and Wood Office Furniture, Filing Equipment, Bookcases, Partitions—Special Steel and Wood Equipment for Libraries, Schools and Public Buildings—Filing Supplies, Stationers' Products; Storage and Visible Record Equipment and Steel Shelving.

Keyed to wartime needs . . .

NEW PARKER QUINK PROTECTS YOUR PENS!

Give both fountain pens and steel pens lasting protection with new Parker Quink!

Think what it would mean if the pens in your office gave out *for good!*

That's exactly what can happen unless these pens are carefully protected against breakdown. For fountain pen makers are busy with war work. Even steel pens and repair parts are getting scarce!

That's why it's your duty to keep your office pens in shape. To give these valuable "fighting tools" lasting protection, Parker scientists have perfected a new kind of ink. It's new Parker Quink with magic *solv-x.*

Solv-x is a scientific discovery. *Only* Quink has it. This enables Quink to eliminate the corrosion and rubber rot inevitable with strongly acid inks. It *actually cleans as it writes* . . . leaves no gummy deposits or sediment on steel or fountain pens.

Supply all ink users in your office with new Parker Quink. You'll find there's nothing like it for safeguarding pens . . . for giving them longer life.

PERMANENT Quink for records and documentary use is as permanent as the paper! Order large size Quink today. The Parker Pen Company, Janesville, Wis.

FOR V•••— MAIL

"MICRO-FILM BLACK"

New Parker Quink in "Micro-Film Black" photographs perfectly. Quink comes in 8 permanent colors: Micro-Film Black, Black, Blue-Black, Royal Blue, Green, Violet, Brown, Red. 2 washable colors: Black, Blue. Retails for 15c, 25c and up.

Parker Quink

CONTAINS SOLV-X

NEW PARKER QUINK is the only ink containing solv-x

Eliminates the cause of most pen failures:

1.

The **solv-x** in New Parker Quink dissolves sediment and gummy deposits left by inferior inks. Cleans your pen as it writes!

2.

New Parker Quink with **solv-x** also prevents the damaging rubber rot and corrosion caused by strongly acid writing fluids.

3.

Longer life for steel pens when New Parker Quink is used is **proved** by this laboratory test. Ordinary steel pens were suspended by threads in bottles containing Parker Quink and 5 competitive inks. Within a few days, the steel points immersed in the competitive inks had DISAPPEARED COMPLETELY . . . dissolved by the corrosive effect of these inks! After the same period, the steel point immersed in Quink remained whole and suitable for use. The reason: exclusive **solv-x!**

HEADLINE NEWS
The New "*NICK & PULL"
WITH PATENT STRING FEATURE
IN 22 COLORS
WITH THE NEW SMOOTH
BRILLIANT COLORED LEADS
"PULL"
Blaisdell NICK & PULL" RED 161-T
Blaisdell PENCIL CO.,
PHILADELPHIA, PA., U. S. A.
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Tested and Approved...

IT MEETS THE MOST EXACTING REQUIREMENTS

HEYER QUALITY STENCIL for TOP QUALITY PERFORMANCE

erica's finest stencil, developed from a formula of standing success; the product of 39 years of prac- l experience.

Lettergraph Cellulose Dry Stencils are not affected moisture; work equally well in warm or cold cli- tes and their right degree of softness assures perfect ing and stylus work.

Top printed for convenience, they save time, speed work and produce such satisfactory results that ir preference is universal.

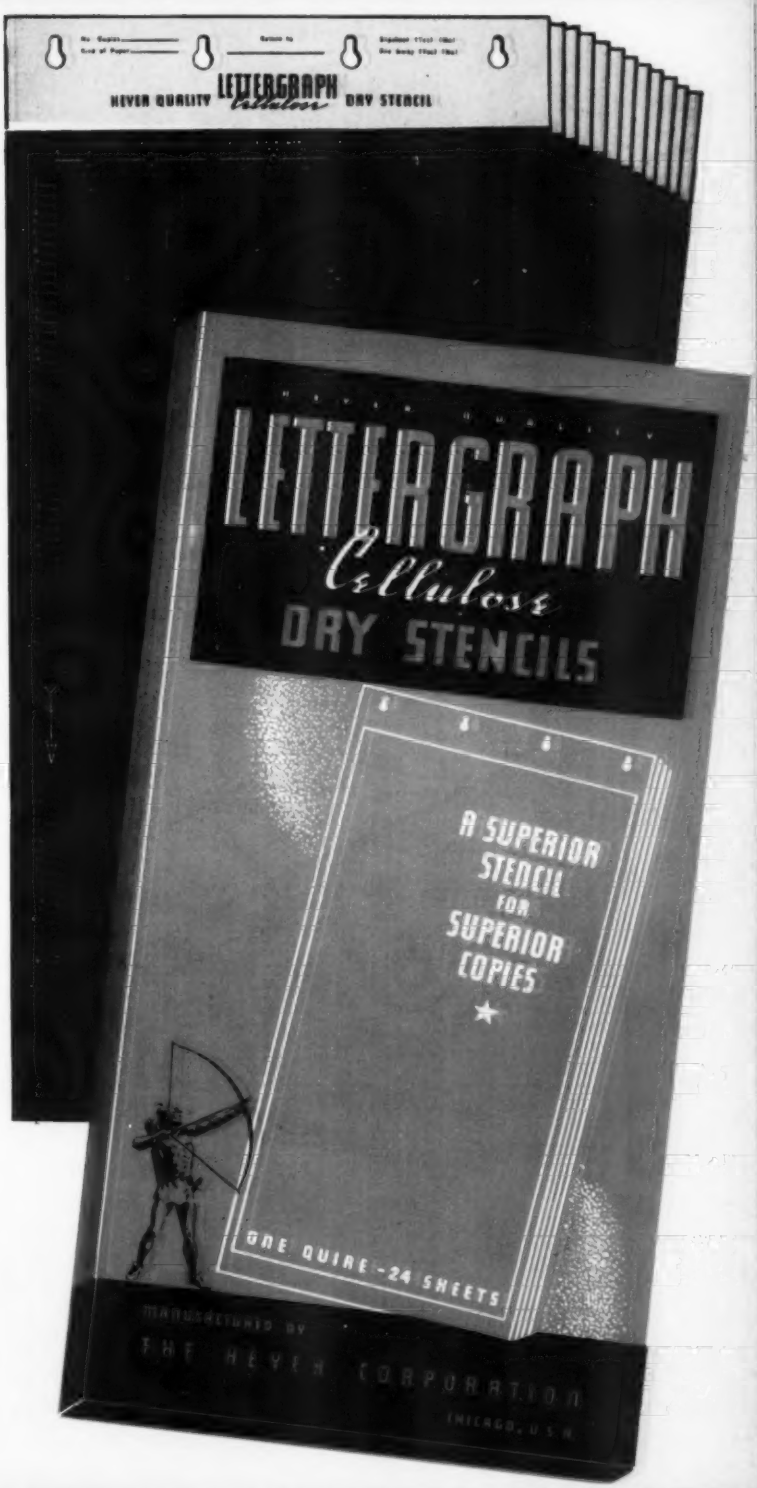
Important!

OU HELP YOURSELF — BY HELPING US

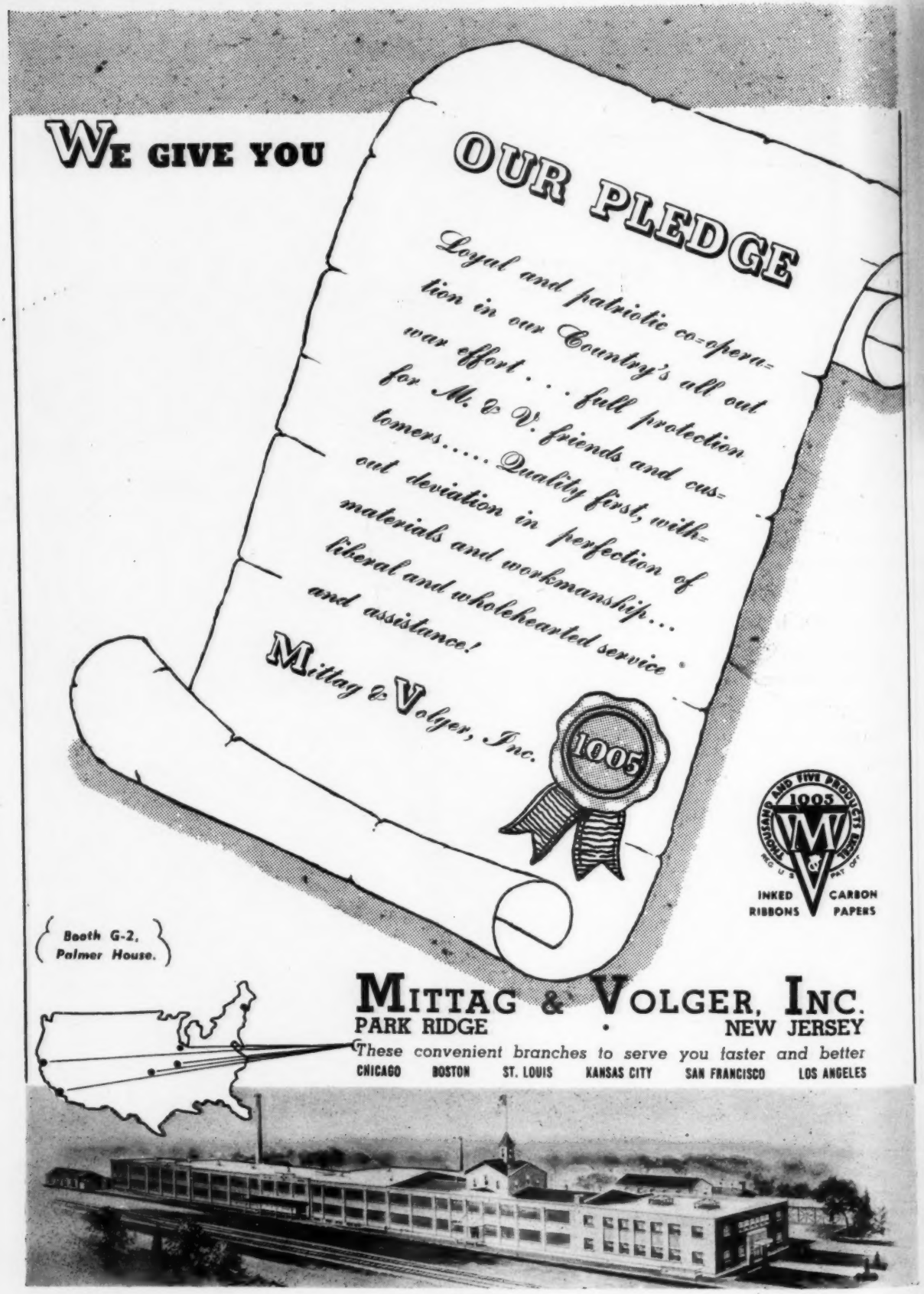
is necessary for us as manufacturers to place Alloca- n Classification Symbols on all our purchase orders r raw materials according to Priorities Regulation umber 10.

Your cooperation in classifying your purchases ac- rding to the priority code will not only assist us, but lp keep your own channels of supply open.

We manufacture a COMPLETE LINE of supplies for use on ALL Duplicators. Write for Catalog.



THE HEYER CORPORATION • CHICAGO, U. S. A.


WE GIVE YOU
OUR PLEDGE
Loyal and patriotic co-operation in our Country's all out war effort . . . full protection for M. & V. friends and customers..... Quality first, without deviation in perfection of materials and workmanship... liberal and wholehearted service and assistance!
Mittag & Volger, Inc.
1005
THOUSAND AND FIVE PRODUCTS
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REG U S PAT OFF
INKED RIBBONS
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PARK RIDGE • NEW JERSEY
These convenient branches to serve you faster and better
CHICAGO BOSTON ST. LOUIS KANSAS CITY SAN FRANCISCO LOS ANGELES

Streamlined Paper Work

SPEEDS VITAL SUPPLIES

Munitions moving overseas. Transportation systems everywhere at peak capacity. Ten thousand factories humming at break-neck speed. And Paper Work behind it all!... Essential? Paper Work is the nerve center and motivating control of all essential industry.

No careless toleration now of time-wasting nondescript pencils. Efficient **MONGOL** is an essential economy. Smooth-gliding Complastic leads. Woodclinched, too—with points warranted not to break in normal use. 8 times as strong as the average writing pressure. "Say **MONGOL** to your stationer."

IN 5 DEGREES

No. 1—Very Soft
No. 2—Medium
F—Firm
No. 3—Hard
No. 4—Very Hard

EBERHARD FABER

Leadership

IN FINE WRITING MATERIALS SINCE 1849

Split-second Efficiency in Paper Work ... a War-Time Necessity

That's where MONGOL No. 482 comes in! Twice the wear of a nondescript "bargain" pencil. Half as many trips to the sharpener means more time for productive work. Dollars saved, too, by alert office management.

Such efficiency has long since made MONGOL "The Business Pencil of the World".

By all means "Say MONGOL to Your Stationer".

A striking colored Poster for your Bulletin Board or elsewhere is available at your stationers.

MICHIGAN'S 200 Line Desk

Presented here for the first time . . . fully described in the NEW folder and price list now available upon request.

Illustrated above is No. 264, 60 by 34 inches. There are six other flat top sizes, from 66 by 34 to 36 by 26; two drop head, two pedestal and five Secra-Type typewriter sizes, three table sizes, a telephone stand and waste basket to match.

Genuine walnut or full quartered oak exteriors, heavy 5-ply panels, flush construction. Inside legs are recessed 12 inches; ample foot-room for swiveling. Distinctive metal drawer pulls (as long as stock on hand lasts)—all exposed corners rounded.

MICHIGAN DESK

GRAND RAPIDS **MICHIGAN**

"GENERAL" PENCILS
Speed-Up Production

YOU can satisfy the demands of your discriminating trade with *Carbo-Weld* process.

KIM-BER-LY DRAWING
KIM-BER-LY COLORED
and SEMI-HEX PENCILS

They are playing a foremost part in industry's War effort.

Carbo-Weld
Process assures longer lasting leads and greatest economy.

KIMBERLY DRAWING ★ KIMBERLY CRAYONS ★ SEMI-HEX PENCILS

STRONGER LEADS BECAUSE *Carbo-Weld* PROCESSED

GENERAL PENCIL COMPANY

67-73 FLEET STREET JERSEY CITY, N. J.

OVER HALF A CENTURY OF MANUFACTURING EXPERIENCE

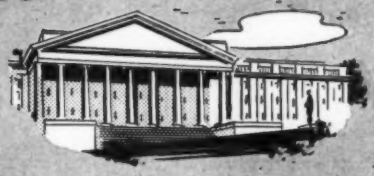
Has enabled GENERAL PENCIL CO. to develop a product which the buying public everywhere has used with confidence and thorough-going satisfaction.

To those who have shown their confidence in our product we are grateful and we shall make it our business to see that the basis for this confidence continues.

Despite the difficulties of a changing war time economy we shall continue to do our utmost to merit that confidence.

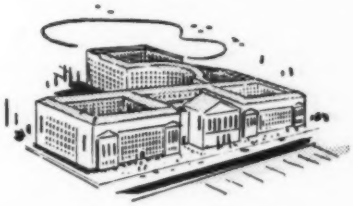
ACE STAPLERS

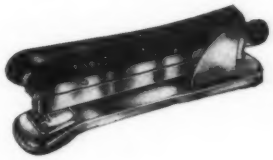
ARE USED IN HUNDREDS OF GOVERNMENT OFFICES



THE U. S. Government has always been one of our best customers. But now among the countless devices required, by both Government and Victory War Industries, to build and maintain our huge war machine, Ace Stapling Equipment is used in larger quantities than ever before. The use of this speedy, efficient, lifetime fastening equipment has multiplied many times. For Ace Stapling machines and Ace Staples are practically indispensable for fastening and preserving valuable papers and documents in offices, drafting rooms, shipping departments and many other places.

We at Ace are proud of our humble contribution to the war effort. But we're also deeply concerned about the hardships which curtailment of a normal supply of Ace Stapling Equipment has imposed upon thousands of loyal Ace dealers. Certainly they join us in gladly making any sacrifice that will aid in assuring a quicker and more decisive VICTORY!





THE NEW ACELINER
Staples, Pins, Tacks, Hand-Fastens
SOLD THROUGH DEALERS ONLY

ACE

The WORLD'S FINEST

STAPLING MACHINES FOR EVERY PURSE AND PURPOSE

The WORLD'S FINEST

ACE FASTENER CORPORATION • 3415 NORTH ASHLAND AVENUE • CHICAGO

VICTOR NON-METAL

provide an immediate solution to your

RECORD KEEPING PROBLEMS

No Priorities required to get any of the time-saving, labor-reducing Victor equipment pictured on these pages.

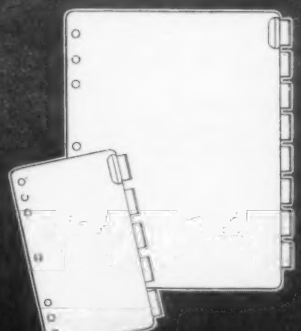
The voluminous record keeping required by today's conditions can be handled more effectively and with less effort using these Victor non-metal items.

Victor Visible gives you positive, accurate control over stock, materials, customer credits and many other phases of your business . . . Victor Wood Files give you efficient housing for your papers and records . . . Victor Visible Name Filing Supplies enable your clerks to put your records away and find them again quickly and accurately . . . Victor Mak-ur-own Indexing Products make reference to practically any records or items faster and more dependable!

The best news is . . . all these efficient Victor lines can be purchased NOW, at your dealer's, without priorities and no matter what line of business you are in.

WRITE TODAY FOR ILLUSTRATED LITERATURE ON THESE POPULAR

VICTOR MAK-UR-OWN
CELLULOID INDEX TABS



VICTOR MAK-UR-OWN
LABELED INDEX SHEETS

VICTOR MAK-UR-OWN
COLOR BAR INDEX

VICTOR
MAK-UR-OWN HINGE

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SHIELD-TABS

VICTOR
MAK-UR-OWN
PRINTED-INSERT TABS

CALL YOUR STATIONER TODAY

Do your part for Victory . . .

PRODUCTS . . .

QUALITY, SERVICE, PROVEN SALES VALUE

THE VICTOR
Wood Filing Cabinet

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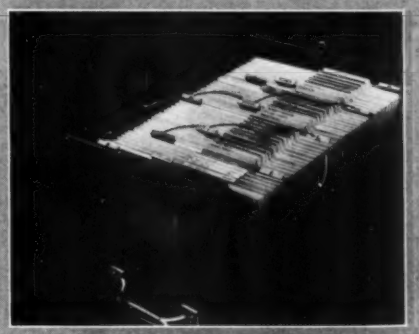
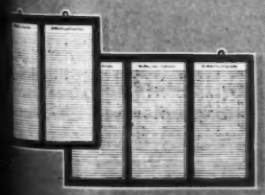
CABINET
VISIBLE
made of
wood
(Sold only through
Exclusive Dealers)

VICTOR ITEMS



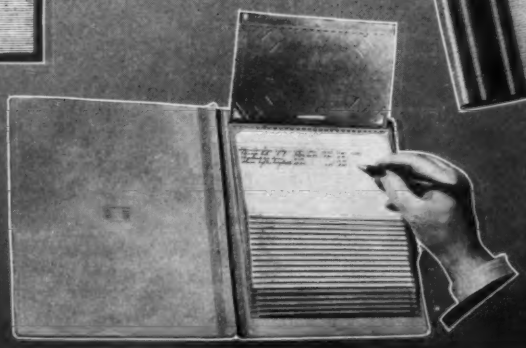
VICTOR VISIBLE NAME
Angle Tab Filing Systems & Supplies

VICTOR PANEL VISIBLE



Card Listings
1 and 2 Line
Tube Listings

VICTOR BOOK VISIBLE
Pyroxylin coated fabric covers



VICTOR
RECORDEX
VISIBLE
FOLDERS

THE VICTOR SAFE & EQUIPMENT COMPANY, INC.
NORTH TONAWANDA, NEW YORK

VICTOR

buy WAR BONDS and STAMPS

Dennison stands for quality in paper products. Constant laboratory research maintains this high standard of quality always at the scientific best.
Demand Dennison Quality
POSTAL LABELS
PARCEL POST
WHAT-NOT
LUGGAGE TAGS
TRANSPARENT MENDING TAPE
STAMP HINGES
16
2
2
C.O.D.
MENDING TAPE
GLASS
HANDLE WITH CARE
STOP SIGNS
DIRECT ATTENTION
AIR MAIL
KEY TAGS
GUMMED LABELS

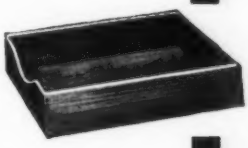
Win the eternal gratitude of your best customers by selling HIGGINS Eternal Black

Higgins Eternal Black weathers the storms. This is an actual reproduction of a post card written upon with several so-called "permanent" inks and nailed to the mast of a ship for six months—only Higgins Eternal survived the test.

Higgins Eternal Black writing ink is proof against age, sunshine, fire and flood; it will withstand dual bottle ink eradicators. Recommend it—with confidence—to lawyers, business and professional men for important records and documents. Excellent for both fountain and dip pens.

HIGGINS *INK CO., INC.* 271 NINTH ST., BROOKLYN, N. Y., U. S. A.

no shortage of bandes traditional QUALITY



In difficult times like these, we could cut the quality of our office accessories and have them sell for a price. But this would be against all the precepts upon which our company was founded nearly 40 years ago. Ours are quality products at a moderate cost which so obviously give more than a full measure of value for the price.

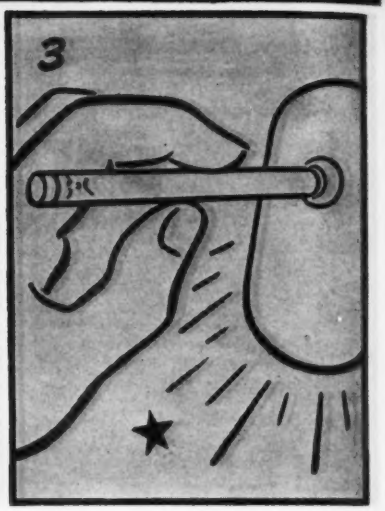
Of course there are so-called cheap trays and index cabinets on the market which are produced to sell at a price; but on a quality-price basis Bandes Office Accessories can't be beat. And remember! Despite the difficulties in obtaining seasoned wood and other materials vital to our war effort, every Bandes Desk Tray and Index Cabinet still carries our unconditional guarantee against warpage and manufacturing defects.

JULIUS BANDES & CO., inc., 132 W. 22 Street, New York City

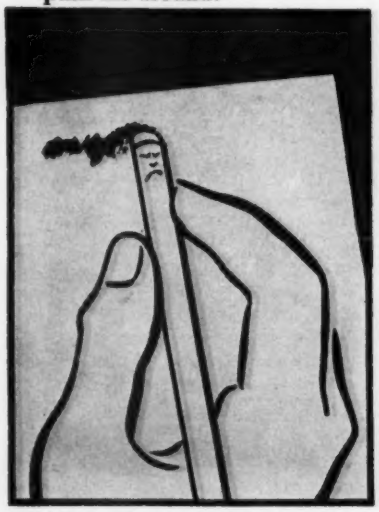
THE SHORT AND THE
GOING, GOING, GONE

"Ah, I knew some unsuspecting guy would fall for me! Little does he know I'm not worth the energy it takes to push me around!"

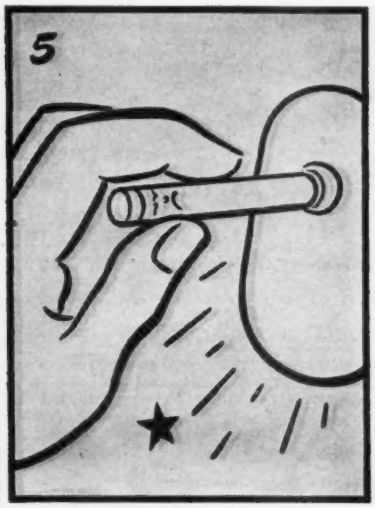
"See, I told you so. That's the third time my spine's snapped in as many minutes! My, my, what language!"



"G-r-r-r that hurts, mister! Why doesn't this guy pick on a pencil that can take it. I wasn't built for this kind of work!"



"Sure I'm to blame for this mess! It serves you right for buying a gritty, cheaply made pencil!"



"Help! Help! It won't be long now—this sharpener is getting the best of me. I'm all broken up about it."

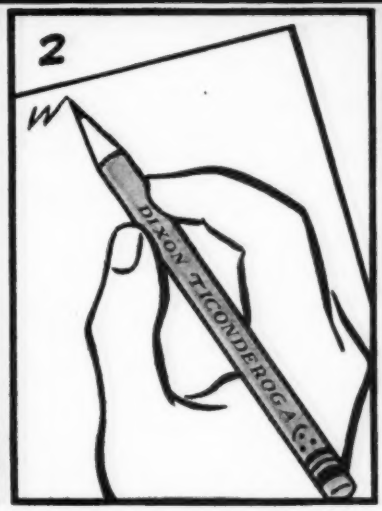
"OK, penny-pincher, toss me in the basket. Maybe next time you'll look at the name on the pencil you buy!"

MORAL: TAKE NO CHANCES —MAKE SURE IT'S A . . .

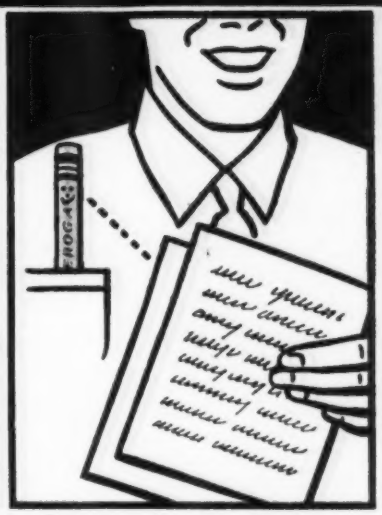
LONG OF IT!

GOING, GOING, STILL GOING

"You picked a honey for your money, mister! Maybe he doesn't know it, but I'm the pencil most likely to succeed. Ticonderoga's my name!"

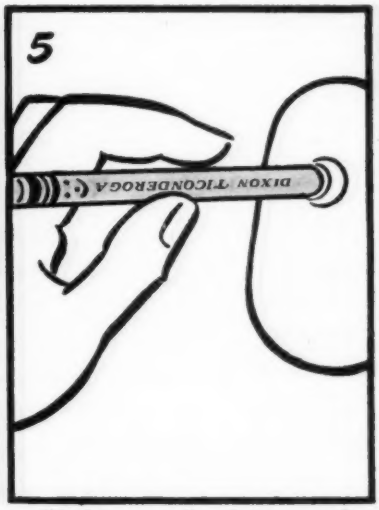


"Pretty smooth, eh? Bet he never pushed a pencil with less effort. I take to paper like a duck takes to water!"

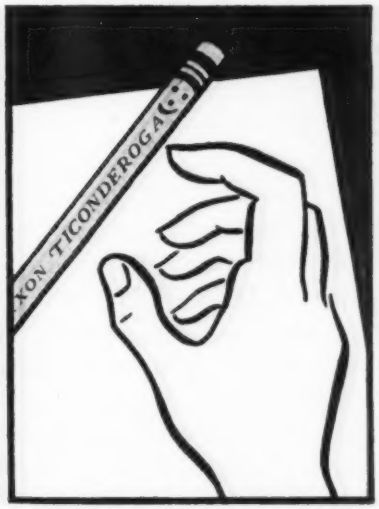


"The proof of the writing is in the reading. Just take a peek at that pile of papers. He sure dashed those off in a hurry!"

"The boss is working late for Uncle Sam. It's a good thing I can stand the gaff. I've been on the move since early this morning and still going strong."



"Only a couple of turns and we'll both be back on the job again. That sharpener can't get *me* down. There are few interruptions with me on hand!"



"Well boys, here we go again! Doesn't that guy *ever* let up? Oh well, I'm known for my long life and energy-saving qualities. I'm a Ticonderoga!"

JOSEPH DIXON CRUCIBLE CO., Dept. 53-J10, JERSEY CITY, N. J.

TICONDEROGA

Now—a complete line of ARTWOOD Desks, Tables and Files...

You can now match your customers' steel desks with ARTWOOD LINE Desks and Tables . . . companion pieces to the popular, ARTWOOD LINE Files!

ARTWOOD LINE Desks are made for Art Metal by a manufacturer of high grade wood furniture. Available in two sizes and models . . . flat top desks in both 60" and 45" widths, and fixed platform, typewriter desks in the same sizes; office tables in the 60" width.

Construction is of hardwood throughout—with plastic drawer pulls and footings. Desk tops are of smooth, resilient linoleum. Four box drawers have adjustable spacing partitions—lower right drawer has follower for cross filing of letters or cap sheets—knee space drawer is fitted with convenience tray, center partition and rear hood. All drawers lock automatically from unit lock. Finish: Art Metal Olive F.

ARTWOOD LINE Files are available in four-drawer letter and legal sizes. They match in height and depth with the Art Metal 7600 Line Steel Files . . . are finished in standard Art Metal Olive F green . . . have plastic drawer pulls, label holders and knobs.

Art Metal craftsmanship is now, for the most part, engaged in the country's service. With Artwood Desks and Files, Art Metal services its customers' needs for the emergency.

ART METAL CONSTRUCTION COMPANY • JAMESTOWN, N. Y.

1888 **Art Metal** 1942

STEEL OFFICE EQUIPMENT

DUE TO THE RESTRICTED USE OF VITAL STEEL . . . AND BY CHANGES IN CONSTRUCTION AND MATERIALS . . . WE HAVE CREATED A NEW TYPE OF SECTIONAL-POST BINDER.

. . .

THOUGH BORN OF THE WAR, THIS NEW BINDER HAS AN EASE OF OPERATION SECOND TO NONE . . .

. . . WITHOUT FURTHER WORDS FROM US WE ASK THAT YOU HAVE YOUR DEALER SHOW YOU THIS NEW . . .

FAULTLESS
REG. U.S. PAT. OFF.
PRODUCT

STATIONERS LOOSE LEAF CO.
524 N. Broadway, MILWAUKEE **NEW YORK, 237 Lafayette St.**

Do You Agree Or Don't You?

TODAY, more than ever before, you should give a thought to the importance of your Filing Supply business.

You know the importance of customers coming back for more. Having customers with a fixed habit of re-ordering from you is what builds a permanent and profitable trade.

No department in a Stationery Store offers the opportunities for repeat business as much as the Filing Supply department.

A filing cabinet in itself is a most useless piece of equipment. Its ultimate value is measured directly by the "correctness" of the indexing (guides, folders, etc.) which it holds. Once a correct installation is made, a profitable business of re-orders for additional items keeps coming year after year practically unsolicited.

In no business is dependability and service so important as the Filing Supply business. In no business should a dealer be more careful in tying up with the right source of supply.

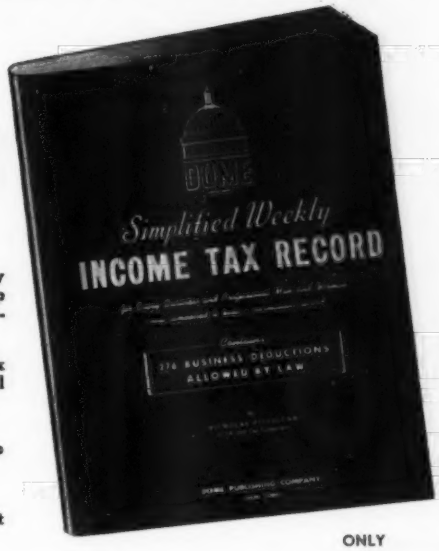
Browne-Morse supplies are truly works of thought, efficiency, and unexcelled quality even down to the method of packing. The result of 43 years experience.

Send today for the New Filing Supply Price Book No. 40. The best illustrated, most simple and understandable arranged price book published.

FEATURE the Browne-Morse line of Filing Supplies which gives you Selling Help — High Quality — Completeness — Prompt Deliveries — and that most desirable thing — REPEAT BUSINESS.

Browne-Morse Company • Muskegon, Michigan

5 Good Reasons Why Every Business Firm in America Should Have This New Book



1. Because new law makes it compulsory for every Business and Professional Man and Woman to keep a permanent record for income tax purposes. Failure to do so can mean imprisonment and fine.

2. Because (see exclusive features below) this book is the best and simplest way to keep that essential record for one complete year.

3. Because it takes only a minute a day to keep it up to date.

4. Because you do not need to know anything about bookkeeping in order to use it.

5. Because it is accurate, authoritative, absolutely complete—and an income tax return made from this record is positively reliable.

ONLY
$2
COMPLETE YEAR RECORD

THE designer of this remarkable weekly, cumulative record book is Nicholas Picchione, C.P.A., tax consultant and leading authority on income taxes. He is a member of the American Institute of Accountants, the National Association of Cost Accountants, the American Accounting Association, and is a college instructor of income taxes. In his work he found a real need for a fool-proof, but simple system that would enable the average doctor, dentist, druggist, gas station operator, grocer, etc. to keep records of his business that would be acceptable to authorities.

The book is so ingenious in its arrangement, so complete in its content, yet so simple to use, that last year thousands were sold to grateful business men. A special feature of the 1943 Edition is a list of 276 Business Deductions Allowed by Law (the longest list ever published!) Another exclusive feature is the detachable, yearly Summary Sheet from which your tax return can be accurately prepared in a few minutes. Also included is a complete yearly Pay Roll Record and Social Security Record.

Complete instructions come with each book, including filled-out specimen pages. Special discounts for quantity orders.

ORDER THROUGH YOUR STATIONER
or directly from
DOME PUBLISHING COMPANY, 505 FIFTH AVE., NEW YORK

CONTAINS THESE TEN ESSENTIAL FEATURES

1. Weekly record of income and expense.
2. Expenses classified as deductible or non-deductible.
3. Net profit for each week.
4. Cumulative net profit to date.
5. Complete information needed for making out Federal Income Tax Return.
6. Model filled-in page for your guidance.
7. Weekly payroll record of employees.
8. Full year Social Security record for each employee.
9. Detachable summary sheet at end of book for your tax adviser.
10. Special form for jewelers, furriers, beauty shops and drug stores necessary to record and report monthly retailers' excise tax.

Labor Saving Labels For You! New! Different!

HERE is the fastest growing, complete line of labor saving label specialties on the market today. Eureka Products are more popular with buyers because they fill most business needs.

DON'T TAKE our word for it. Find out why this is not just another gummed label line: how each item differs from anything else on the market, offers better value, plus additional consumer convenience.

MANY of these specialties are put up in loose form, 1 thousand to a package, for quantity users. Write for samples and prices.

DISTRIBUTORS WANTED

Stationery Division, Eureka Specialty Printing Co., 11 W. 42nd St., New York, N. Y.

SKIPPER RIBBONS
for best performance

ROCKET CARBON PAPER
the pinnacle of perfection

ALLIED CARBON ROLLS
for all purposes

ECHO GELATINE SUPPLIES
for perfect reproductions

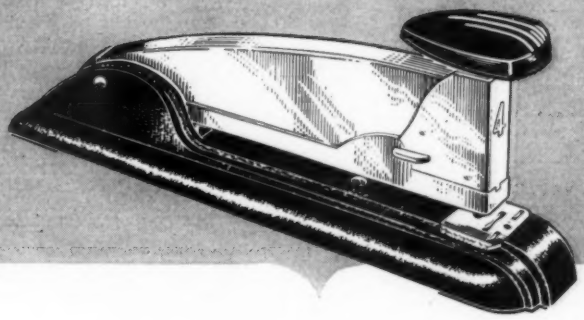
"ALLIED" FOR VICTORY

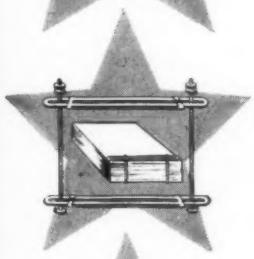
Buy with a view to "long-range" values!

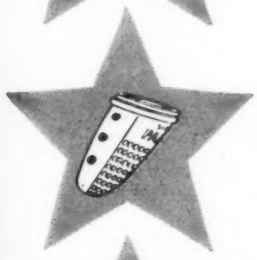
In these days, office supplies are called upon to do double duty. Typewriters must record more figure-facts, more important messages. Carbon copies are made in larger quantities, more sheets to be more quickly read.—And duplicating machines must produce more copies from more originals, more legible to more people. So, purchase your typewriter ribbons, your carbon paper and gelatine supplies with a view to "long-range" values. Let these "Allied" products prove their long-range advantages. Besides, they cost no more at the start.

ALLIED
CARBON & RIBBON MFG. CORP.
165 DUANE STREET
NEW YORK, N. Y.

THEY'RE IN THE SERVICE NOW



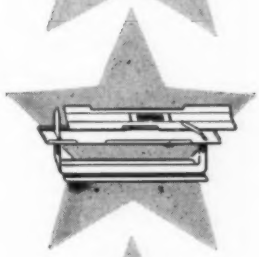


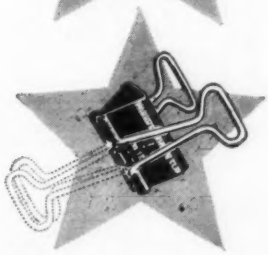


In the Army, the Navy and in hundreds of government and industrial offices, Speed Products are serving the need for speed, efficiency and endurance.

War needs come first — so our regular distributors do not get all the Speed merchandise they require these days. But they'll be in a desirable position when peacetime business is resumed. For many thousands of men and women are being impressed by the superior merits of the Speed Products they are now using in the discharge of their wartime duties.

After the war, as well as at present, you will find that *"SPEED" IS THE ORDER OF THE DAY!*



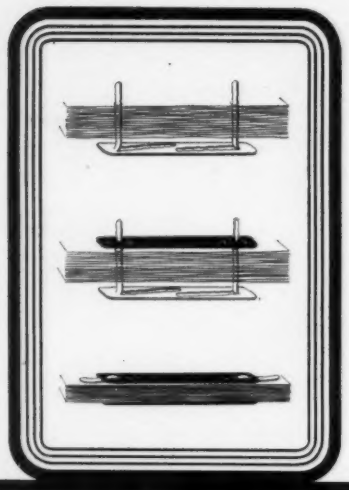


SPEED

IS THE ORDER OF THE DAY

SPEED PRODUCTS COMPANY

37-18 NORTHERN BOULEVARD, LONG ISLAND CITY, NEW YORK



Now— FILE FASTENERS *of quality!*

Now—today—a *leading* manufacturer presents a file fastener that is built to a definite standard of quality—WEDGIES.

WEDGIES are made of super-strong fibre, constructed to meet Federal specifications for strength and endurance.

WEDGIES have only two parts—instant action without fuss or fumble.

WEDGIES have prongs that stand rigidly upright for simple insertion.

WEDGIES offer an exclusive locking device that prevents slipping, keeps the file secure.

WEDGIES will be shipped the day your order is received—immediately!

WEDGIES are attractively priced with generous discounts.

WEDGIES are made in two sizes—#10 (one-inch expansion), #20 (two-inch expansion)—both 2¾" centers, packed 100 to a box.

ZEPHYR AMERICAN
CORPORATION
31 WEST 47th STREET NEW YORK, CITY

SWIVODEX
—a sales sensation!

Swivodex is the most important, fastest selling dip pen set in America today because it's the *only* set offering TWELVE new advantages, most important of which are:

1. Ink *cannot* be spilled—even if turned UPSIDE DOWN!
2. Heavy sphere in solid base *cannot* be tipped over.
3. Ink is *sealed* in; *cannot* evaporate.
4. Can NEVER overflow, NEVER flood.
5. Filled *without turning upside down*, no waiting until you run dry!
6. Interchangeable Esterbrook point, one dip writes over 100 words.
7. Pen does not rest in ink—never accumulates grit or sludge.
8. Exclusive *controlled* dip prevents dipping above point—never *any* ink on fingers.
9. Swivodex swivels in complete circle—always "in position."

ZEPHYR AMERICAN
CORPORATION
31 WEST 47th STREET NEW YORK CITY

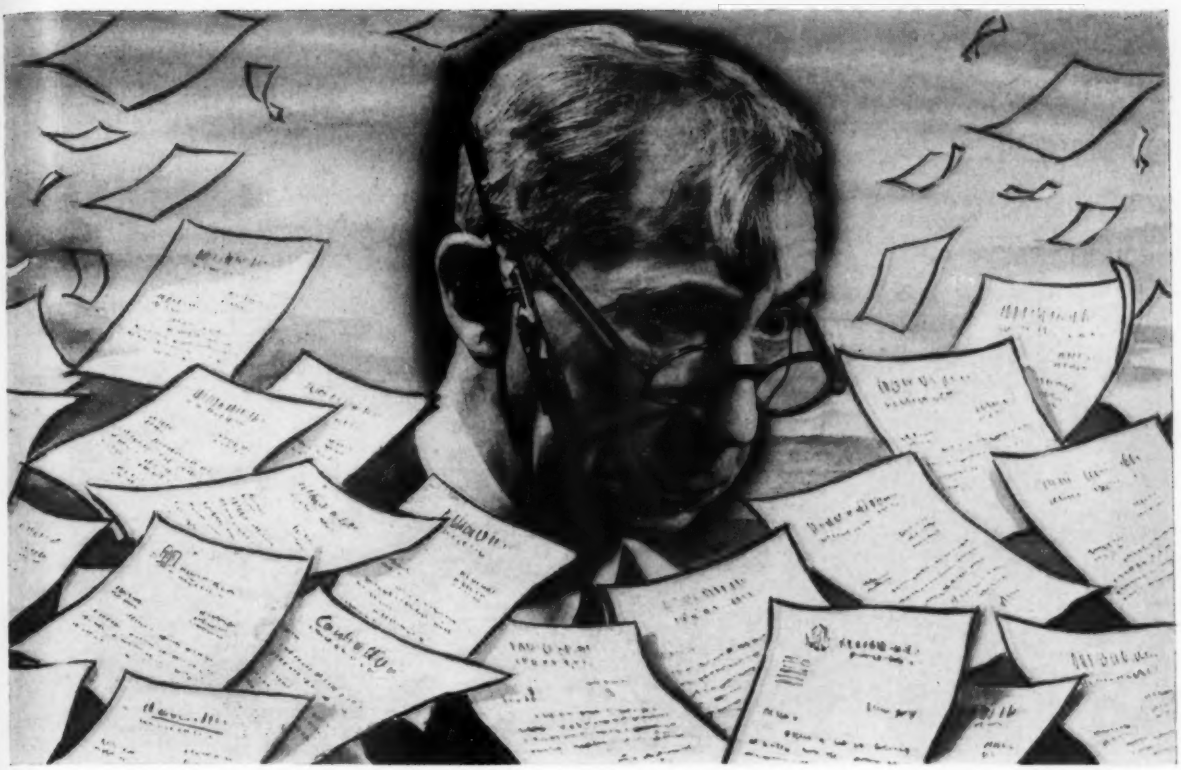
Wedgies proudly bear the famous name of Zephyr American, makers of

SWIVODEX *and* **AUTODEX**

Now ready

DE-LUXE SWIVODEX

New beautifully styled base—gold filled pen point—$2.50 retail.



IS YOUR FILING DEPARTMENT SNOWED UNDER BY . . .

"THE PAPER BLIZZARD of '42?"

IT'S a blizzard with no end in sight. For instance, WPB records must be kept for TWO YEARS.

Have you sufficient filing drawer space to accommodate these and other extra wartime records that are snowing under many a filing department, possibly yours?

You simply can't get steel filing cabinets. Wood files are too costly for this type of record storage. The perfect, low-cost answer when the filing department pleads for more files is to order . . .

Oxford

FIBERBOARD FILES

Strongly constructed of attractive, rich green Fiberboard, they'll provide serviceable filing facilities for many years. You can get them in 12 different sizes—for any commonly used office form—letter, legal size, invoices, checks or vouchers, tabulating cards, etc.

If you want a file that looks so much like a steel filing cabinet that you can't tell the difference at twenty paces . . .

Or if you want a purely functional filing case at the lowest possible cost . . .

Then you want Oxford FIBERBOARD FILES. They are today's answer to today's filing emergency! You can get them in a hurry and in any quantity you need.

OXFORD FILING SUPPLY COMPANY

340 MORGAN AVE. • BROOKLYN, N.Y.

One of the manufacturing plants used early in the 100 year career of Boorum & Pease Company.

100 years ago

On our 100th birthday-year it is interesting to look back over the old records, to note the names of many stationery houses that for generations have bought B & P products, and to recall how this company has grown great by reason of its policies.

It is particularly pleasant to thus review old memories when we realize just how "young" our ideas, our staff, our plans, and our products are today. In the midst of a definite campaign for properly serving the stationers of 1942 it is gratifying to remember that we just as properly serviced the fathers, the grandfathers and even the great-grandfathers of our present customers.

BOORUM & PEASE COMPANY

GENERAL OFFICES: 84 HUDSON AVE., BROOKLYN, N. Y.

BOSTON: 29 OTIS ST. . . . . ST. LOUIS: 115 SO. 8th ST. . . . . CHICAGO: 538 S. WELLS ST.

NEW YORK CITY SALESROOM: 349 BROADWAY, N. Y.

DOING OUR BEST TO

Keep 'em Writing!

Here at Waterman's we're turning handsprings to meet the ever-increasing demands for Waterman's pens and pencils. And we're making the finest merchandise in the history of our company —to satisfy the tougher war-time requirements —and build greater profits and consumer satisfaction for you. Yet in producing this finer merchandise we're cooperating 100% in the nation's effort to conserve vital materials. We think it's a line you'll want to know more about, so write us for details. L. E. WATERMAN CO., 55 BROADWAY, NEW YORK CITY.

Waterman's Inks—safely used in fountain pens for more than 50 years. There's a complete range of colors, including Permanent in Jet and Blue Black. Waterman's Jet gives finest results for the new V-Mail. Then there is Washable Blue for school—and four smart new colors suitable for home or office use. Waterman's Inks are available in gallons, quarts, and pints as well as in the popular 10¢ size such as shown in display at left.

Hundred Year Pen—Waterman's finest —selling at $8.75 for pen and $12.20 for set—and fully guaranteed. Every Waterman's in the line has military clip that holds pen low, meeting military requirements. Waterman's sets are packed in gift boxes—or in leather military kits. Other Waterman's for men and women at $2.95, $3.50, $5, $8.75 and $10.

Union Made Ideal

Waterman's

Purchasing Agents Everywhere

ARE TURNING TO THE 1943 CATALOG OF

Justrite

MARKING DEVICES and Stationery Products

Here is a catalog that should be on the desk of everyone who buys for the office, factory, or commercial establishment. It is the handbook of the Marking Device industry containing almost a hundred pages illustrating and describing in complete, simple language over 1500 items used daily by every business concern.

If you have not already received your copy of this handsome volume you may obtain one from your Marking Device dealer. Should his supply be exhausted send his name and yours to LOUIS MELIND COMPANY, Catalog Dept., 362 W. Chicago Ave., Chicago, Ill.

THE LOUIS. MELIND COMPANY

NEW YORK CHICAGO SAN FRANCISCO

MANUFAC 'URERS OF THE MOST COMPLETE LINE OF MARKING DEVICES IN AMERICA

PARADE OF THE WOODEN SOLDIERS!
The metal soldiers have gone off to War—but Dealers report marvelous success with the famous
FAIR LINE OF WOOD OFFICE SPECIALTIES
FAIR COSTUMERS
"CLUB" SMOKE STANDS
"CLUB" DESK ASH TRAYS
TYPEWRITER TABLES
UTILITY TABLES
TELEPHONE TABLES
And, while they last, GENUINE (not ersatz)
FOAM RUBBER SEAT CUSHIONS
American Dealers are resourceful. They did not commit harikari when the WPB froze metal office furniture. Instead they put all their promotion behind the FAIR line of wooden office furniture specialties.
That accounts for the extraordinary sale of FAIR Profit-Makers in 48 States. That also accounts for the fact that we have more than doubled our factory output—and still the demand grows by leaps and bounds.
Beat the War Hazards the FAIR WAY. Write today for catalog and prices.
FAIR has the "Know How"
The War Effort requires all sorts of wood furniture specialties. When you are asked to bid on such items, get in touch with FAIR at once. We have the facilities and the "know how" to handle such contracts so they will yield you a liberal profit. All Dealer transactions strictly confidential.
WPB Order bans Metal Hooks . . . Wooden Pegs of matching wood look better, last longer.
Fair
America's standard of quality in office furniture specialties
FURNITURE COMPANY
NEWARK, NEW JERSEY
BUY A SHARE IN AMERICA

The Show Must Go On!

FINDING and Filing Quickly, Surely, Safely, is a vital part of our "war of production" . . . and growing in importance every day. Wabash Supplies and Filing Systems make record keeping easier.

THE WABASH CABINET CO.
WABASH, INDIANA
The line that's sold only through dealers.

THE WABASH CABINET COMPANY
110 E. Water Street, Wabash, Indiana

Rush our special presentation of the Wabash Line—a volume that will help us to bigger profits! Is an exclusive sales franchise available?

Name .....

Address .....

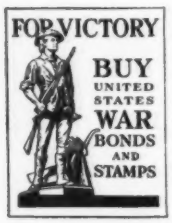
Pencils give up BRASS so GUNS may have SHELLS

War means sacrifice but we felt it no sacrifice on our part to offer our entire stock of brass pencil ferrules to the government for war use.

In turn we know you will just as gladly accept the fibre or plastic substitutes which we offer, both practical and satisfactory and both saving vital materials.

We Americans must realize that war effort and war materials must take precedence over everything else if we are to preserve for ours and future generations those principles and liberties so dear to all of us.

We will be glad to mail you a copy of our complete catalog upon request.



KOH-I-NOOR PENCIL COMPANY, INC.
BLOOMSBURY, N.J.

Now—there is a DIFFERENCE in Carbon Paper

Carter's MIDNIGHT standard weight non-curl carbon paper gives more than 100 consecutive uses of each sheet.

Especially today carbon paper users *demand* the long life and the many clean black copies which Midnight gives.

And also carbon paper users buy Midnight because they can so easily recognize the distinctive Midnight sky design on every sheet and on the box.

Now's the time to check your Midnight stock. Place your order today.

Mr. Dealer—MIDNIGHT *simplifies your stock*

A single Midnight finish takes care of 75% of your carbon paper sales. Other Midnight finishes available for special uses.

Carter's MIDNIGHT CARBON PAPER

You Used Them! You Praised Them!
YOU'LL WANT THEM AGAIN WHEN THE WAR IS WON

KISCO

CIRCULAIR

"The Successor To The Fan"

KISCO WILL BE AT THE SHOW WITH AMBITIOUS PLANS FOR THE FUTURE

We have faith in the future of America! With confidence that our trust will be rewarded by a speedy Victory, we are planning for the greatest period of prosperity this country has ever known.

The NEW 1947 model Kisco CIRCULAIR Air Recirculators are in the drafting rooms. Our engineers are planning the machinery to produce these Kisco Air Recirculators in greater quantity than ever before.

Thousands of Kisco CIRCULAIR Air Recirculators were sold this year. Millions more will be sold when the war is won . . . and they'll be stepped up in performance and appearance.

Designers and Manufacturers of Cooling and Ventilating Equipment

KISCO COMPANY, INC.

39th Street at Chouteau Ave. **St. Louis, Mo.**

10,150,000 KITTENS*

like this only in full color!

Will tell your customers to

BUY CARTER'S INK!

Make sure you can meet the big Fall 1942 demand for Carter's by stocking your shelves NOW!

***A 4-color photo of this same kitten knocking over Carter's new non-spillable Dip-Well will appear in full color in 10,150,000 advertisements in leading national publications — like LIFE, SATURDAY EVENING POST, COLLIER'S and LOOK.**

HERE are the new ovals first introduced last Spring. America has gone all out for them in a big way. Now, when the additional new Fall advertising gets under way, only one thing can result. A *landslide* for Carter's Ovals.

Look at the beautiful bottles, the eye-catching colorful labels, the new, luscious rich colors. Be ready for your share of the big Carter's profits by ordering your supply of Carter's now while transportation is available.

Get your FREE Kitten . . .

(Mounted reprint "as advertised in LIFE")

You can have a full-color reproduction of the kitten advertisement mounted with easel to remind your customers of the extensive Carter advertising they have seen. *Carter's kittens are multiplying.* Dress up your counter, showcase, or window. Send for yours today.

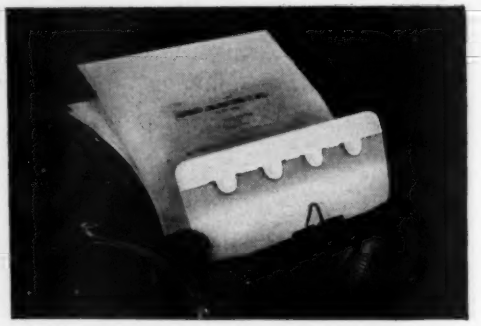
CARTER'S INK

Finest for Fountain Pens

BOSTON · NEW YORK · CHICAGO

Codo's LIFE SAVER

For New and Old Typewriter Platens

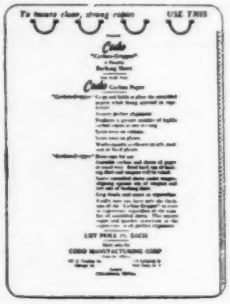


The Patented Codo "Carbon Gripper"

saves wear on *new platens.* Old, pitted typewriter platens cause typing troubles; contribute towards poorly typed letters and carbon copies; and excessive wear on ribbons and carbon paper. Our famous backing sheet overcomes these troubles.

A FLEXIBLE BACKING SHEET

- ★ Holds assembled papers while being inserted
- ★ Insures clean strong copies
- ★ Numbered margin shows lines remaining on sheet being typed
- ★ Assures perfect alignment
- ★ Produce many more legible carbon copies
- ★ Saves excess wear on both typewriter ribbon and platen



There is a *Codo* "CARBON GRIPPER" in each box of SUPER-KOTE and KEEN-RITE Carbon Paper.

Additional Grippers at 25c each if desired.

Let the Codo "CARBON GRIPPER" SAVE CARBON PAPER FOR YOU

GUARANTEE

Should Codo Products for any reason not prove entirely satisfactory, any purchases will be replaced with new goods or your payment refunded. Codo Carbon Papers are guaranteed not to dry out nor deteriorate for a period of 5 years from date of sale. Records made with Codo Carbon Papers last as long as the paper on which they are made. Codo Inked Ribbons are guaranteed for satisfactory performance under all working conditions.

Codo **MANUFACTURING CORP.**

509 South Franklin St., Chicago — **270 Lafayette St., New York**

Factory: Coraopolis, Pa.

COPYRIGHT 1940 by SENECA FALLS RULE & BLOCK CO. INC. Seneca Falls, N.Y.

THE *Seneca* **SECRETARY**★

★ REGISTERED U.S. PAT. OFFICE

is a most efficient tool in any office —

DESCRIPTIVE LITERATURE
• • • SENT ON REQUEST • • •

Write Dept. G2

SENECA RULERS, Inc.
SENECA FALLS, N.Y.

RULER MAKERS FOR OVER 67 YEARS

Traveling Representatives:

New England & New York State
R. S. Parsons
1265 Boulevard, West Hartford, Conn.

•

Metropolitan New York
D. N. Briggs
305 Broadway, New York City

•

Southern States
J. B. Stites
c/o Box 148, Seneca Falls, N. Y.

•

Middle West
H. L. Short
173 West Madison St., Chicago

•

Far West
F. E. Rising, Jr.
3559 West 5th St., Los Angeles

CAN THE OFFICE MAINTAIN ITS STRIDE?

Man Power Shifts — Supplies Grow Short — Details Increase

IS THE OFFICE EQUIPMENT BUYER

Aware of New Products?

Awake to New Substitutes?

Alive to the Fact That

Office Processes Must . . . and Can . . . Go On

and, in many cases, with

Greater Effectiveness Than Before the War?

Bainbridge Fastener

Woodmaster File

Ask your stationer to tell you of

NEW ITEMS

offered by

Bainbridge, Kimpton & Haupt, Inc.

or

Write Us for Information, giving the name of your stationer

Royal Chair Cushion

Sengbusch Glass handi-pen desk set

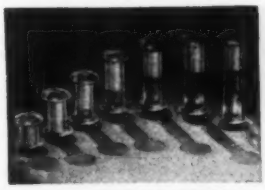
As exclusive distributors of several lines, as discoverers of products vital in present office emergencies, we are in a position to serve your office .....through our dealers.

Prompt shipments . . . Careful attention . . . Wide assortments and

A Policy Based on Principles That Have Stood Since

1845

Bainbridge Fibrean Baskets



Binda-Lite Screw Posts

BAINBRIDGE, KIMPTON & HAUPT, INC.

WHOLESALE STATIONERS, DISTRIBUTORS AND MANUFACTURERS

218 GREENWICH STREET

NEW YORK

MACO LINE

The Trademark of Quality

FOR OVER A QUARTER OF A CENTURY

SHIPPING TAGS

SALE TAGS

MERCHANDISE TAGS

PINTICKETS

SHIPPING LABELS

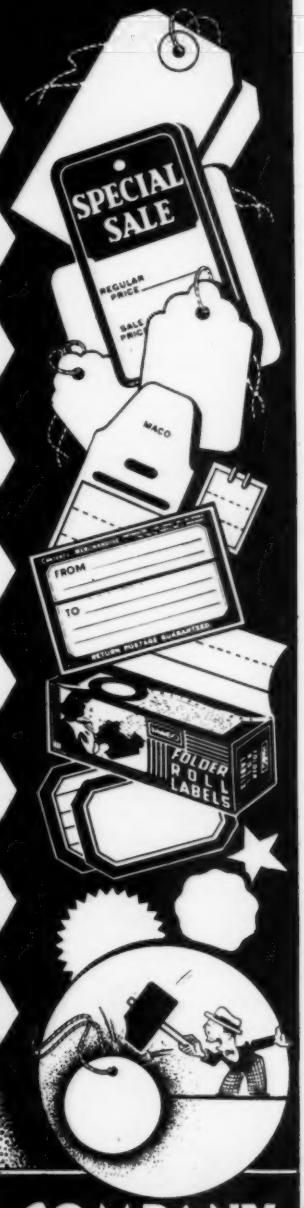
FOLDER ROLL LABELS

RED BORDER LABELS

DIE CUT SEALS

"INDESTRUCTO" TAGS

★ *Tags & Labels Printed to Order*



The J.L.MAY COMPANY

110 WEST 19 TH STREET, NEW YORK

Guild

TRADE MARK REG. U.S. PAT. OFF.

STATIONERY PRODUCTS

There should be an UNSELFISHNESS in our conduct of life just now when responsibility for future generations rests largely upon the shoulders of OUR COUNTRY and those who constitute it.

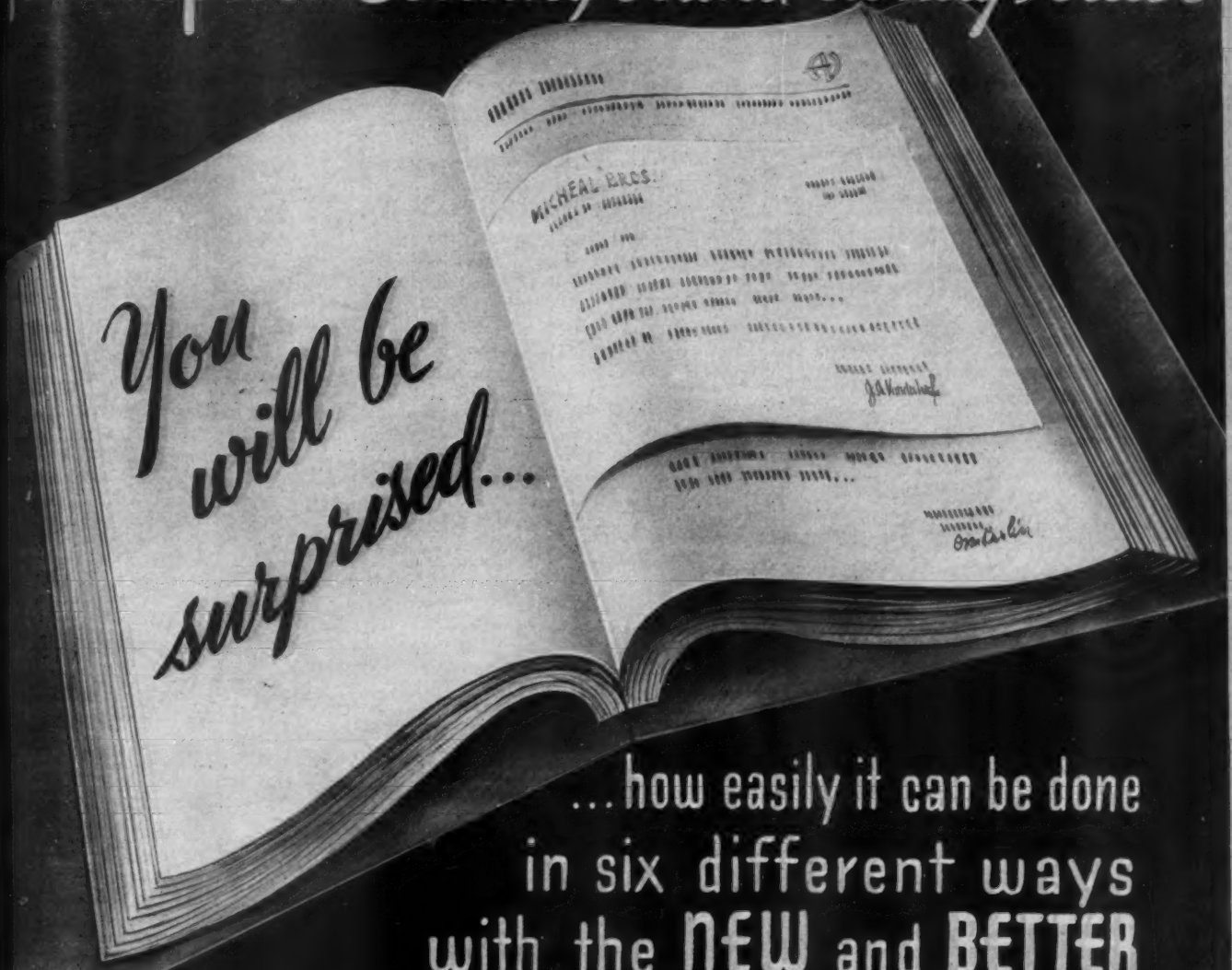
We join with others in OUR INDUSTRY whose purpose in life at this time is to contribute support both physically and morally toward the betterment of world conditions with the hope that PEACE may soon be attained and that the GOLDEN RULE will be the watchword of all surviving nations.

ESTABLISHED 1922

Stationers' Guild *of America*

GIRARD TRUST BLDG., PHILADELPHIA

Your Papers... *Securely bound in any Folder*

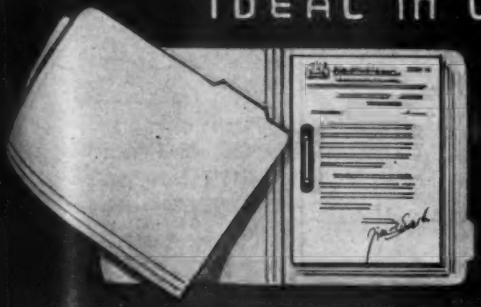


You will be surprised...

...how easily it can be done
in six different ways
with the NEW and BETTER

Cado No. 100 FASTENER

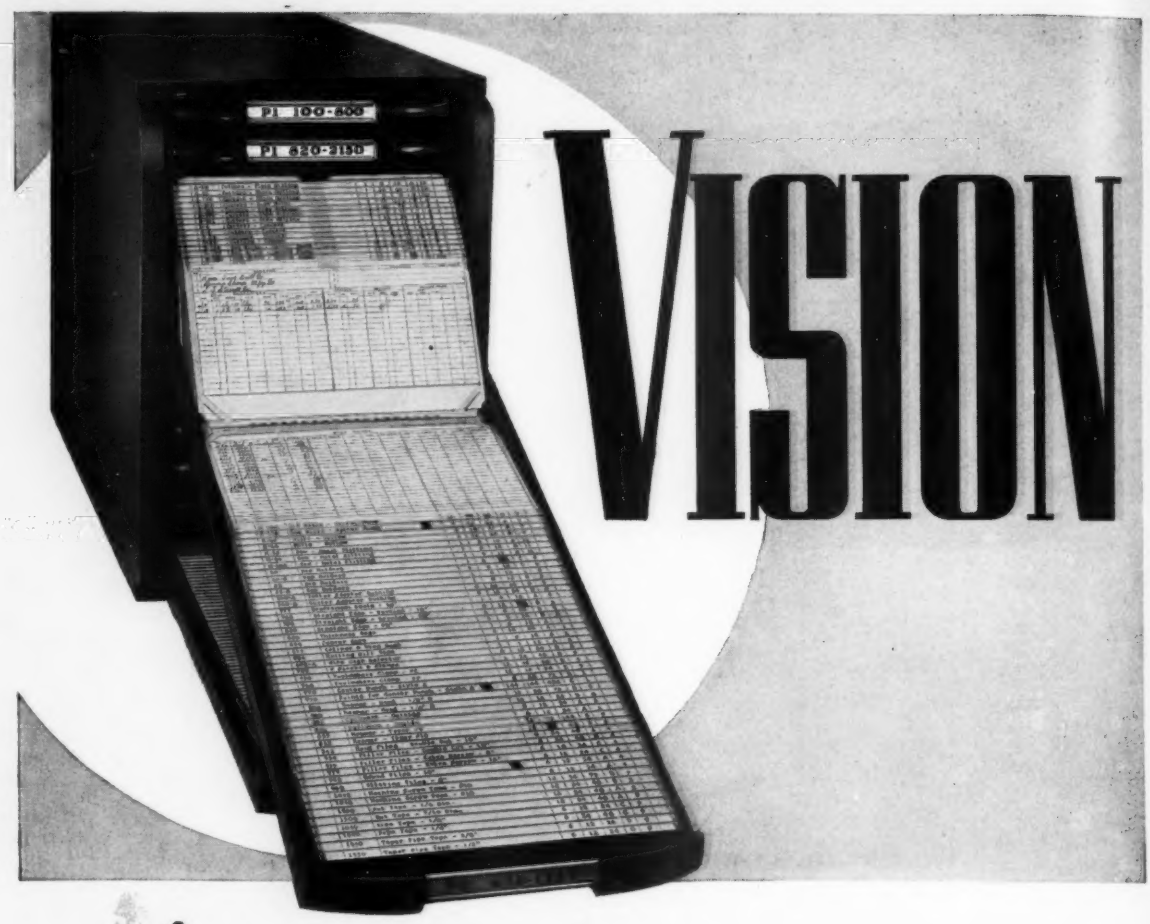
IDEAL IN USE — LOW IN COST



PATENT PENDING

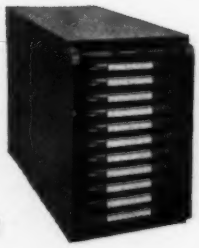
...s for samples. **CUSHMAN & DENISON MFG. CO.** *220—5th Ave., N. Y. C.*

Reprint of circular No. 72



ANNOUNCING VISION CARD INDEX CABINETS

NEW WOOD CONSTRUCTION FOR GOVERNMENT AND COMMERCIAL RECORDS...



NO PRIORITY NEEDED

ACME Visible Record Systems are now housed in cabinets of *non-critical wood construction,* designed and built by the enterprise, engineering skill & manufacturing facilities born of Acme's 25 years' technical experience in developing record systems. Benefits of this experience are available to the Armed Services, War Contractors and Manufacturers as an effective means of effecting economies and short cuts.

There is a type of Acme Visible Equipment applicable to every kind of record and, when applied, *multiplies the value of the record* and, in addition, *effects a substantial saving in clerical time.*

Industry and government are on the alert—watching shifting conditions—foreseeing new requirements—setting up means to effect further economies—greater time savings. Visible Records are important weapons in the battle for increased production because they save time and money by providing accurate data to guide the best management moves.

The new "VISION" visible card index system offers speed control of the four vital elements —MEN—MACHINES—MATERIALS and MONEY—proper co-ordination of which spells full efficiency.

ACME VISIBLE RECORDS, INC.

122 SOUTH MICHIGAN AVENUE • CHICAGO, ILLINOIS

TIME is the yardstick that measures the ability of a product to stand up to claims made for it. TIME has proved the superior qualities of Sanford's Inks better than could whole laboratories of technicians. Its testimonials are locked in the files and strongboxes of a hundred thousand banks, insurance and county offices—and there is good reason for this confidence. Behind Sanford's label stands eighty-five years of experience, performance and service. Probabilities and unsupported claims have been eliminated.

Dealers all over the country are entrusted by their customers to buy the best merchandise possible for the money. When they buy SANFORD'S for these customers of theirs, they are giving them an Ink that is guaranteed to last for the life of the paper on which it is written—an Ink about which most of them have said time and again, "Give them SANFORD'S and avoid complaints. It always works properly in any make of fountain pen".

SANFORD INK COMPANY

CHICAGO **NEW YORK**

QUALITY TELLS—IN PENCIL PERFORMANCE

You can't go wrong if you tie your star to a quality pencil line. In these times of stress and strain, users must have dependable pencils that give the ultimate in smooth writing performance. For top efficiency, they cannot afford anything less than the best.

The superlatively smooth writing performance of NATIONAL QUALITY PENCILS is the result of more than perfectly processed leads. It is bolstered by every step of manufacture from the cedar slats to the finely finished products.

Test *National Pencils!* Get the pleasant news about their cost. Line-up with the legions who are enjoying keen satisfaction with this complete quality line of lead, copying, colored and drawing pencils.

NATIONAL PENCIL COMPANY

Shelbyville **Tennessee**

Nationally Advertised! Nationally Respected!

MOORE PRODUCTS

PUSH-PINS

PUSH-LESS HANGERS

METLHED MAPTACKS

When you need Push-Pins, or Hangers or Maptacks, *you want products you can depend on.* Since 1900, wise buyers have insisted on MOORE products because they deliver the greatest amount of all-around satisfaction. You'll want *more,* once you've used MOORE Push-Pins, Push-less Hangers and Metlhed Maptacks. They stand up, thanks to skillful manufacturing and consistent use of only the best materials.

Your dealer can supply you.

MOORE PUSH-PIN COMPANY • *Since 1900*

113-25 BERKLEY STREET • PHILADELPHIA

GF

Wood Desks, Files and Tables

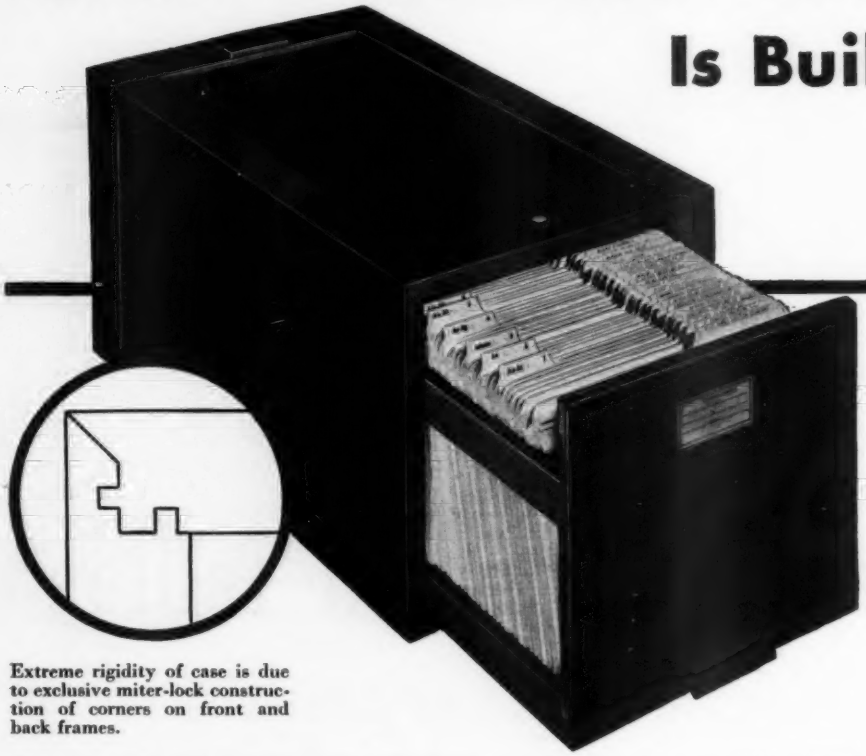
New wood desks, files and tables are now available for the urgent job of keeping today's business offices abreast of their jobs in the Nation's united war effort. Built to the same high standards that have made GF equipment the recognized standard of the American business office, these new desks, files and tables closely resemble and intermember with steel equipment now in use. • This new equipment is efficient in performance, strong and attractive . . . a high tribute to the sound reputation built by GF craftsmen. Though metal has gone to war, skillful designing continues to provide the business office with efficient, adaptable and dependable equipment that is vital now.

THE GENERAL FIREPROOFING COMPANY

YOUNGSTOWN • OHIO

THE 1942 "Y and E" WOOD TRANSFER CASE

Is Built to Last



Extreme rigidity of case is due to exclusive miter-lock construction of corners on front and back frames.

Here are a few of the reasons why we are proud to offer the new "Y and E" Wood Transfer Case to you.

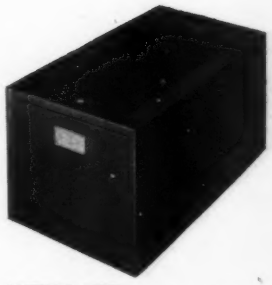
1. It's an extra-strong, rugged case. Unique miter-lock corners on front and back frames make it rigid and weave-proof. Side rails are dovetailed into front and back frames for extra strength.

2. Superior Construction. No nails are used in case itself. The frame is made of durable well seasoned hard wood. Rodent-proof hardboard paneling protects contents. Can be stacked as desired.

3. Popular "Y and E" Neutra-Tone Gray finish. This special finish is always neat and does not show dust or dirt. Reflects light in out-of-the-way places.

You will be proud to own the new "Y and E" Wood Transfer Case. It gives you the most value for your money — a feature the users of the "Y and E" products have come to expect.

Available in letter and legal sizes. Drawers will accommodate guides with bottom guide rod extension.



LETTER SIZE
Outside Dimensions: Width, 14 1/16", Height (body), 12⅞". Depth, 25".
Inside Dimensions: Width, 12", Height 10½", Depth, 23½".

LEGAL SIZE
Outside Dimensions: Width, 17 11/16", Height 12⅞", Depth, 25".
Inside Dimensions: Width, 15¼" Height, 10½", Depth, 23½".

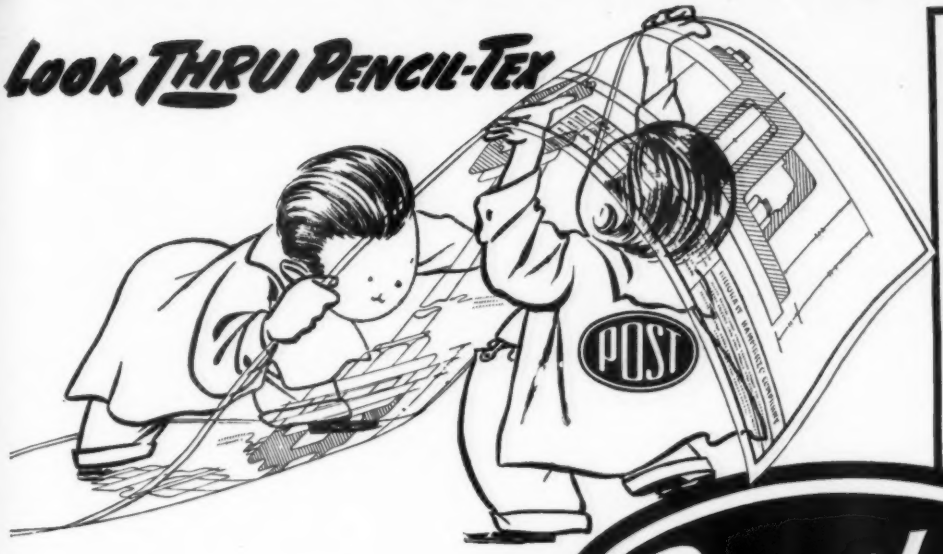
"Y and E"

YAWMAN AND ERBE MFG. CO.

1045 JAY STREET • ROCHESTER, N. Y.

FOREMOST FOR MORE THAN SIXTY YEARS

LOOK THRU PENCIL-TEX



POST

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Atlanta—Georgia Blue Print Co.
Birmingham—James A. Head, Inc.
Boston—Boston Blue Print Co.
Buffalo—Buffalo Blue Print Co.
Chicago—Frederick Post Co.
Cincinnati—Queen City Blue Print Co.
Cleveland—The City Blue Printing Co.
Columbus—Franklin Blue Print & Supply Co.
Dallas—The Rush Co.

AND

SEE WHY

Pencil-TEX
Pencil Drafting Medium
POST

Dayton—Gem City Blue Print & Supply Co.
Denver—W. H. Kistler Stationery Co.
Detroit—Frederick Post Co.
Fort Wayne—Fort Wayne Blue Print & Supply Co.
Fort Worth—Majestic Reproduction Co.
Houston—Texas Br. Frederick Post Co.
Indianapolis—Indianapolis Blue Print & Litho Co.
Jacksonville—A. R. Cogswell
Kansas City—Western Blue Print Co.
Knoxville—Schorn & Kennedy
Los Angeles—Stationers' Corporation
Memphis—Wray Williams Blue Print Co.
Milwaukee—Frederick Post Co. of Wis.
New Orleans—Southern Blue Print Co.
New York—John R. Cassell Co.
Oklahoma City—The A & E Equipment Co.
Omaha—Standard Blue Print Co.
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St. Louis—Service Blue Print & Photo Copy Co.
Salt Lake City—Salt Lake Blue Print & Supply Co.
Seattle—Kuker-Ranken, Inc.
Tampa—Office Equipment Company
Toledo—Toledo Blue Print & Paper Co.
Tulsa—Triangle Blue Print & Supply Co.
Washington, D. C.—R. E. MacMichael
Wichita—City Blue Print Co.

PENCIL LINES PRINT STRONG AND SHARP

You'll be able to see—and appreciate—the unbroken density of your hard pencil line. The new surface "takes" the hard pencil so completely black that light "sparkles" do not get thru the line to mar the print. That means *clean* blue-prints . . . blue-prints with razor-sharp definition from pencil drawings. This ocular proof of *Pencil*-TEX superiority explains why progressive draftsmen are using *Pencil*-TEX, by preference, for better results with pencil speed. And the price of *Pencil*-TEX is so "right", compared to increased speed, increased production capacity and increased satisfaction, it writes itself off in what you gain. Try *Pencil*-TEX! Take advantage of our free offer. And remember, *Pencil*-TEX is available for immediate delivery, with Priority of A2 or better, in 20 yard rolls of 30, 36 and 42 in. widths.

POST

GET YOUR FREE TRIAL NOW

At our expense, prove to yourself the superiority of *Pencil*-TEX. Free trial samples—actual work size sheets—are yours for the asking. At the right is the name of your Post man. 'Phone him for your free trial supply, or send direct to

THE FREDERICK POST CO., BOX 803, CHICAGO

INSTRUMENTS • EQUIPMENT • BLUE PRINT PAPERS • KINDRED SENSITIZED PRODUCTS

JUST PHONE OR WRITE YOUR NEAREST POST MAN

"TAKE IT or

NOW *EVERSHARP* GIVES YOU

BIGGEST CAMPAIGN IN THE INDUSTRY—

BY EAR NOW OVER THE FULL

BY EYE IN LEADING

Take advantage of this tremendous Advertising power! Tie up with it in your

SELL Side EVERSHARP—

LEAVE IT"

DOUBLE ADVERTISING WALLOP!

—ADVERTISING POWER 52 WEEKS A YEAR

117 STATIONS! YOU'RE ON THE MAP—PLENTY! LOOK . . .

Akron	WADC	Des Moines	KRNT	Meridian	WCOC	San Francisco	KGW
Albany, Ga	WGPC	Detroit	WJR	Miami	WGAM	Santa Fe	KVSF
Albany	WOKO	Duluth	KDAL	Milwaukee	WISN	Savannah	WTOC
Albuquerque	KGGM	Durham	WDNC	Minneapolis-St. Paul	WCCO	Scranton	WGBI
Anderson	WAIM	El Paso	KROD	Missoula	KGVO	Seattle	KIRO
Asheville	WWNC	Erie	WERC	Montgomery	WCOV	Shreveport	KWKH
Atlanta	WGST	Evansville	WEOA	Nashville	WLAC	Sioux City-Yankton	WNAX
Atlantic City	WBAB	Fairmont	WMMN	New Orleans	WWL	South Bend	WSBT
Augusta, Ga	WRDW	Fresno	KARM	New York	WABC	Spartanburg	WSPA
Baltimore	WCAO	Great Falls	KFBB	Oklahoma City	KOMA	Spokane	KFPY
Bangor	WABI	Green Bay	WTAQ	Omaha	KOIL	Springfield	WMAS
Binghamton	WNBF	Greensboro	WBIG	Orlando	WDBO	Syracuse	WFBL
Birmingham	WAPI	Harrisburg	WHP	Parkersburg	WPAR	Stockton	KGDM
Boise	WEEI	Hartford	WORC	Peoria	WMBD	Tampa	WDAE
Buffalo	WKBW	Houston	KTRH	Philadelphia	WCAU	Topeka	WIBW
Burlington	WCAX	Indianapolis	WFBM	Phoenix	KOY	Tucson	KTUC
Cedar Rapids	WMT	Jacksonville	WMBR	Pittsburgh	WJAS	Tulsa	KTUL
Charleston, S. C	WCSC	Kalamazoo-Grand Rapids	WKZO	Portland, Me	WGAN	Uniontown	WMBS
Charleston, W. Va	WCHS	Kansas City	KMBC	Portland, Oregon	KOIN	Utica	WIBX
Charlotte	WBT	Keene	WKNE	Providence	WPRO	Washington	WTOP
Chattanooga	WDOD	Knoxville	WNOX	Quincy	WTAD	Waterbury	WBRY
Chicago	WBBM	Lawrence	WLAW	Richmond	WRVA	West Palm Beach	WJNO
Cincinnati	WCKY	Lincoln	KFAB	Roanoke	WDBJ	Wheeling	WKWK
Cleveland	WGAR	Little Rock	KLRA	Rochester	WHEC	Wichita	KFH
Colorado Springs	KVOR	Los Angeles	KNX	Sacramento	KROY	Wichita Falls	KWYT
Columbus, Ga	WRBL	Louisville	WHAS	St. Augustine	WFOY	Worcester	WORC
Columbus, Ohio	WBNS	Macon	WMAZ	St. Louis	KMOX	Youngstown	WKBN
Dallas	KRLD	Miami	KGLO	Salt Lake City	KSL	Honolulu	KGMB
Dayton	WHIO	Miami	WREC	San Antonio	KTSA	Hilo	KHBC
Denver	KLZ	Memphis					

CBS NETWORK!

"TAKE IT OR LEAVE IT" SENDS 'EM IN . . . YOU SELL 'EM!

- **Most popular of all CBS shows**
- **One of the 8 most popular shows on the air**
- **Highest of all half hour shows in Sponsor identification**

(Source—Hooper Radio Report, Sept. 15, 1942)

WEEKLY MAGAZINES

FULL PAGES . . . DOUBLE SPREADS . . . IN FULL SPARKLING COLOR

[**Readership exceeding 24,000,000 . . . giving America its first glimpse of EVERSHARP's beauty**]

newspaper Advertising—Using EVERSHARP's cooperative newspaper plan!

SELL and you ~~give~~ the finest!

SIGNALS for OFFICE SYSTEMS

Graffco

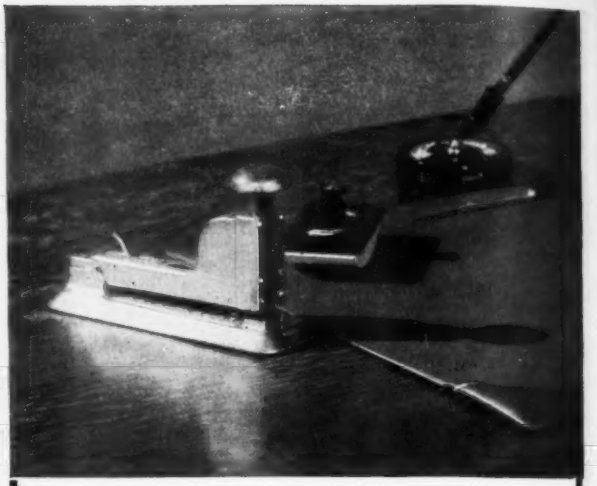
Today, more than ever before, speed is vital. Often valuable time can be saved—not in the humming plant—but in the office. Inefficient filing cripples production, awkward systems slow up shipments. GRAFFCO Signals can correct this difficulty. More and more businesses engaged in essential wartime production are using GRAFFCO products and as long as they are needed there that's where they will go. If yours is a problem of office efficiency GRAFFCO has the answer. Consult your stationer now or write

GEORGE B. GRAFF COMPANY

68A Washburn Ave., Cambridge, Mass.

Makers of

CELLUGRAF SIGNALS
NU-VISE SIGNALS
NU-VIZ SIGNALS
MAPTACKS



Re-enlisted for the duration

MANY RETIRED HOTCHKISS STAPLERS ARE NOW IN SERVICE AGAIN

Numerous instances have been brought to our attention where Hotchkiss staplers, discarded in the past for one reason or another, have been resurrected, cleaned, oiled and put in service because new models were impossible to obtain. Moreover these old timers are giving perfect service.

Such long life, sometimes dating over a period of 20 years or more, is the finest tribute to the durability of Hotchkiss staplers. It bears out our statement:—"They take their time about wearing out." In fact, aside from rare failures of easily replaceable springs, there is never enough wear on a Hotchkiss machine to warrant its replacement.

Hotchkiss, the pioneer, has been making Staplers for nearly half a century. Consequently there are vast numbers of used machines available for use in industry which need only to be serviced.

Cleaning, oiling and repairing these machines is a real contribution to our country's war effort. Do your part in this. Make your store a Stapler Service Station. Profit by the good will and extra business it will bring you.

HOTCHKISS

NORWALK, CONN.

Dept. D

"Pioneers in all that's best in stapling."

NEVA-CLOG STAPLING PLIERS ESSENTIAL IN WAR PLANTS

MODEL J-30 STAPLING PLIER $3.85

Model J30 is light in weight, yet rugged. Requires but little space and can be put into desk drawer or pocket when not in use. Indispensable for vertical filing or for attaching material to a permanent card. Uses DJ340 NEVA-CLOG Staples.

MODEL B-100 STAPLING PLIER $5.25

For heavy duty and for fastening of tough materials, this machine uses a broad flat staple. Fastens such materials as fibre, softwood baskets, veneer wood, leather and belting. Used for sealing heavy paper or cloth bags, packages of corrugated board, and similar difficult operations. Powerful leverage, durable, fool-proof. Staples used: NEVA-CLOG B-⅜.

MODEL S-100 STAPLING PLIER $4.75

A rugged, powerful Stapling Machine with 4 to 1 leverage. Particularly designed for production work and hard usage, but can be used for any stapling operation within its capacity. Clog-proof so that it will give constant production. Uses NEVA-CLOG A-1000 or L-1000 Staples.

Neva-Clog Stapling Pliers are now being used extensively in war plants and a great many are being used in operations never thought possible.

For the duration it will be necessary to devote our efforts toward the war effort and continually search for new uses for Neva-Clog Stapling Pliers—uses which will improve or speed up existing methods to

"FASTEN THINGS TOGETHER"

A good illustration is in fastening an insulation strip to aluminum, using Model S-100 machine and L-100 Staples. (Can't give details.)

Our distribution policy will remain through the DEALER and we seek your cooperation.

Bear with us on delivery which cannot be made without priority ratings, if you are doing war work.

"FASTEN THINGS TOGETHER"
with NEVA-CLOG STAPLING PLIERS

Production men will appreciate it if you will try stapling pliers in determining new methods.

NEVA-CLOG PRODUCTS, INC.
BRIDGEPORT, CONN.

Mr. FULTON says . . .

This is the DRI-KWIK Stamp Pad By Fulton

FOR LONGEVITY

Chemicals that remain moist on the pad indefinitely.

FOR LEGIBILITY

Anilines of the utmost brilliance.

FOR DURABILITY

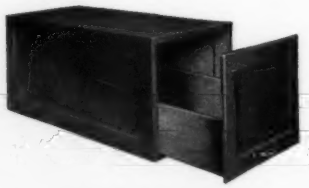
Sound Construction with proper materials.

FOR UTILITY

A non-blurring impression that dries instantly.

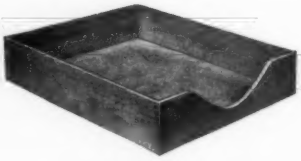
Fulton **SPECIALTY COMPANY**
200 Fifth Avenue New York City
Factory at Elizabeth, New Jersey

NEW ITEMS in WOOD by HEDGES



DURATION TRANSFER CASE

Wood frame, Chippawa board panel sides. Olive green finish. Easy to operate. Letter size only.



DESK LETTER TRAY

Lock corner constructed. Oak or green finish. Exceptional value.

CARD FILING CABINET

Single drawer. Strong and sturdy. Attractive Oak or green finish.

hedges MANUFACTURING COMPANY
MAKERS OF FILES AND FILING EQUIPMENT
2931 WENTWORTH AVE
CHICAGO · ILLINOIS

Your Stationer carries our complete line or write direct.

Norma's all-out effort for victory!

WITH our plant concentrating on war work, we have, of course, no Norma Multikolor pencils to offer you at this time nor will any more be manufactured till Victory is attained. A good many retailers still have stock on hand of certain numbers and we recommend your inquiries to them.

We wish to emphasize that our Service Department is carrying on as usual, to help keep your irreplaceable pencils in prime condition. We also have leads and erasers on hand for all Norma Multikolor numbers.

YOURS IN THE SPIRIT OF SERVICE

NORMA MULTIKOLOR

39 WEST 32ND STREET, NEW YORK

★

HELP DEFRAY THE COST OF VICTORY

BUY WAR BONDS

ANNOUNCING

Sturgis WOOD CHAIRS

Here is something new — wood chairs which look like steel.

These new STURGIS chairs, manufactured in our own factory, are designed to be used in conjunction with steel furniture already in use — they harmonize with the surroundings and from all appearances are steel.

You will like the sturdy construction of hard and soft maple; the deep, comfortable saddle seat and form fitting back — upholstered in a wide range of colors — Genuine Leather, Dupont Cavalon, Mohair Frieze or Bedford Cord.

Only flat colors are furnished on the wood frames to match previous installations of steel desks and chairs.

Wood Chairs which look like steel — built for you by STURGIS:

No. 175-GL
SIDE CHAIR

No. 125-GL
SIDE ARM CHAIR

No. 180-CA
STENOGRAPHIC CHAIR

Write for Particulars

STURGIS POSTURE CHAIR COMPANY,
STURGIS, MICHIGAN

OFFICE EQUIPMENT Digest

Edited for PURCHASING AGENTS, CONTROLLERS & OFFICE MANAGERS

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OCTOBER 1942

Volume 3 No. 10

NO BETTER TIME
than the present to rid the office of paper-work which has degenerated into out-moded routine.

Let's Scrap Some Paper-Work

★ It is gratifying to note some concern on the part of Government over the vast amount of paper-work which accompanies our fighting of this war.

Back in June, the Navy began a campaign to cut down the amount of paper-work done in that department, and the preliminary report on the campaign indicates that more than 400 unnecessary reports have been discontinued. Fifteen of the larger of these reports used to eat up 8,950 working days monthly. WPB's recently organized Committee for the Review of Data Requests from Industry is keeping close tabs on the issuing of new WPB forms requesting information from business men, and also reviews previously issued forms, recommending abolition or consolidation of the forms wherever feasible.

But many a business man who has been loud in complaint of the quantity of unnecessary paper-work the Government does is himself guilty of the same charge he brings against Uncle Sam's departments and bureaus. In his own office valuable time goes into the filling out of forms to be filed and forgotten, the compiling of statistics which no one uses, and the making up of reports which no one reads.

Part of the effort which every American office is making these days to search out and stop up leaks of time, money, and materials should be directed to a coldly impartial scrutiny of the paper-work which the office is doing. How much of it is really useful, and how much the mechanical following of outmoded routine?

If there's any excess paper gumming up the machinery of your office, there never was a more appropriate time than now to get rid of it!

EDITORIAL OFFICES: 260 Fifth Avenue, New York City, (Tel. LExington 2-1121); Dudley T. Cornish, Associate Editor; Hugh Ward, Promotion Manager; M. T. Weeks, Circulation Manager; James V. Quirk, Production Manager; B. Brussel-Smith, Art Director. ADVERTISING: Donald McAllister, Manager; Fred Steinhilber, Paul Reed, Wm. H. Hasbrouck, Jr.
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NEW YORK

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A Time Saver for Busy Executives

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2. Write your name, firm name, and address in the space provided.
3. Tear out page, put it in envelope, paste on this convenient no-postage-required address label, and mail. WE WILL DO THE REST.

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—Ace Art Co. 70
—Ace Fastener Corp. 13
—Acme Visible Records, Inc. 40
—Agency Paper Co. 71
—Allied Carbon & Ribbon Mfg. Corp. 24
—American Crayon Co. 83
—American Map Co. 82
—Art Metal Construction Co. 20
—Automatic Pencil Sharpener Co. 72

B
—Bainbridge, Kimpton & Haupt, Inc. 37
—Bandes & Co., Inc., M. Julius 17
—Barkley & Co., C. L. 71
—Bickett Co., L. M. 80
—Blaisdell Pencil Co. 6
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YOUR NAME ..... TITLE .....

FIRM NAME .....

ADDRESS .....

"there will be many untrained employees to deal with, most of them women"

OFFICE HEALTH AND OFFICE EFFICIENCY*

By Margaret Bell, M. D.
Chairman, Department of Physical Education for Women, University of Michigan

AT this time when men are gradually being shifted into the armed forces, an increasing number of women will be employed to replace them. New problems will arise daily. However, there are certain basic principles that underlie all situations. Certain principles of good management of personnel that are too little emphasized may be pertinent. A full and gratifying plan of living demands opportunity for self-realization, happy human relationships, economic efficiency, and civic responsibility. To insure the best type of co-operation, the supervisor must understand and provide for each member of his working staff. No services that the company can provide will compare with the personal interest and genuine concern indicated by the impartial sympathetic friendliness of the director and the office associates. To know under what conditions a worker lives, to be familiar with the employe's home, community and recreational interests, breeds co-operation. To know that the woman worker has four school-going children and that the father is in service or working on the graveyard shift gives insight into problems that otherwise may be inexplicable.

It should be recognized that women have a sickness rate one-third higher than men; that women may have as many dependents and as much interest in the job as any man. There are studies to indicate that the outstanding factors in keeping a woman satisfied on the job are pleasant office associates, a considerate manager, recognition for good work, and opportunity for self-expression. A woman may be foolishly loyal under the above conditions.

There are now about 11 million women employed in business and industry. Some experts have anticipated that as many as 18 million women will be employed. Remember the experience of the last war. Since that time there has been a constant increase in women in paid work. English data on women in war work are helpful in laying plans for such extensive readjustments in business and industry. The U. S. A. has an enormous number of professionally and vocationally trained women. It would seem desirable to register all women according to their abilities and aptitudes, as soon as possible. It would seem probable that women's work would best be directed by women administrators. Women administrators have the advantage of feminine intuition and biological background and, here as in England, discipline, capacities—both physical and emotional—profit by this guidance.

In England, when it became necessary to put women out in the wilds at anti-aircraft emplacements and the like, the services of women officers were enlisted to great advantage. Now it is customary to seek advice of Women's Advisory Com-

* From Dr. Bell's address, "Factors Affecting Office Management," at 1942 Seminar of the Office Management Association of Chicago (Northwestern University co-operating).

mittees before initiating new women's services.

A word should be said about the changing type of employe because there will be many untrained employes to deal with, most of them women and many of them married women, or handicapped women. Every person who is employable, handicapped or not, has a right to employment. The job should be given to cripples who do not get around, to married women who may have to go on a part-time basis if necessary. This is an essential of a democratic society.

So much for the preamble. The office manager has a number of specific duties that relate directly to the promotion of health; health in its broadest sense, not merely health as a state of freedom from disease. Any comprehensive discussion of health must include a review of office environment, adequate medical care, advice and fixed patterns of living, and the question of provision for health instruction.

In considering environment, it is obvious that the location of the office makes a great deal of difference, particularly when women are employed. The added complication of limited transportation must now be contended with. These are questions for you to solve.

Material Aspects

The material aspects of the office itself are air—its motion, temperature, and humidity; noise; the general arrangement; sanitation; and aesthetic appeal. The color of the walls, furniture, and equipment are subject to no fixed rules. However, glare must be avoided. Walls of pastel shades with dull finish are both practical and cheering.

You are undoubtedly familiar with the subject of office arrangement, the effects of noise on production, and the salutary effects of standardized lighting on decreased strain and fatigue. There are many creditable studies available in this area.

Such matters as the color of paper and printing have been subjects of research. It seems that black on white is the satisfactory combination when glare is eliminated.

Certainly it is obvious that a well set up, convenient office is conducive to decreased exertion and the time-consuming unnecessary readjustment of the worker.

Attractive, feminine rest rooms are especially important to the woman worker. Every effort should be made to provide not only the routine toilet facilities, but to consider her special needs. There should be enough comfortable couches, plenty of mirrors provided with powder shelves, machines which are kept filled with essential supplies, and the like. Remember women take great pride in their appearance, and self respect demands that they have the time and place to freshen up.

The Personnel

So much for the material consideration. The personnel of the office makes up an equally or more important aspect of the environment. This fact is too often neglected. Most people can be happy and contented in the meanest environment if the human relationships are positively congenial. It is all too easy for the administrator to focus on the job and neglect the human side. It is comparable to the scientific doctor's attitude when he deals with his patient as a guinea pig (a laboratory specimen) and forgets that his patient is a human being. In medicine such a doctor is said to practice the science and not the art of medicine. To effect a cure, both the science and the art of medicine are essential. The application is clear. The office manager is dealing at all times with the science of the job and the art of human relationships. There are some creditable studies to support this principle.

(*Turn to page* 64)

RECREATION ROOM for employees, situated in basement of new National Gypsum Co. office building, Buffalo, N. Y., typical of modern trend toward facilities for health and recreation. The room is equipped with radio-phonograph, is used at noon for luncheon, dancing, cards, and other recreational purposes.

THRIFT IN THE OFFICE

By Cheney Archer

THRIFT is not a modern American virtue, however common it may have been in the days of the pioneers. We like to think of ourselves as generous, open-handed citizens of a land of limitless resources. Even now, far into a terrible war, many of us are still strongly under the influence of our long-continued bragging about our national abundance, and think of thrift as miserliness. And the situation is complicated by our memories of the Thirties, when economists were preaching the advantages of waste as a weapon against the evil of over-production.

We are not suffering these days from over-production, and thrift is in greater favor than it has been in many a year, but people still do not take naturally to it. In the office, where shortages of many kinds are particularly emphasizing the necessity of thrift, there has been a fine response to appeals of patriotism on the subject, but more positive action is imperative if the best results are to be attained.

Many offices are finding the answer in strict concentration and control of materials. Supplies are kept at a central point, where out-go can be supervised.

An essential preliminary to this concentration and control is an order for the inspection of desk drawers and other round-the-office individual reservoirs of supplies, and the return to the store-room of all surplus items which have accumulated in these places. It is often amazing what such a survey will turn up in the way of usable material, much of it no longer to be found on the market.

To be fully effective, this digging out of surpluses must be imposed on everyone in the office, from the errand boy to the chairman of the board. And the rationing from the central store-room which follows—and rationing is just what the process should be—must also apply to everyone in the organization, regardless of how aware they may be expected to be of the reasons for thrift.

Preach thrift, yes, but at the same time make it as hard as possible for anyone to be unthrifty!

Photo A. Steel corporation office after completion of war-time alterations

A WARTIME OFFICE LAYOUT

By Kenneth H. Ripnen
of Kenneth H. Ripnen Co., Inc.

THE September issue of OFFICE EQUIPMENT DIGEST described how a well-known steel corporation changed over its office layout to fit the demands of wartime. Most outstanding of the results were the effective use of deep office space and the introduction of flexibility in private office arrangement and the general office clerical workers area.

The pictures herewith give some idea of what has been accomplished in this office. The photographs were taken from the position of and in the direction indicated by the red arrows A and B on the layout plan of this office shown with this article.

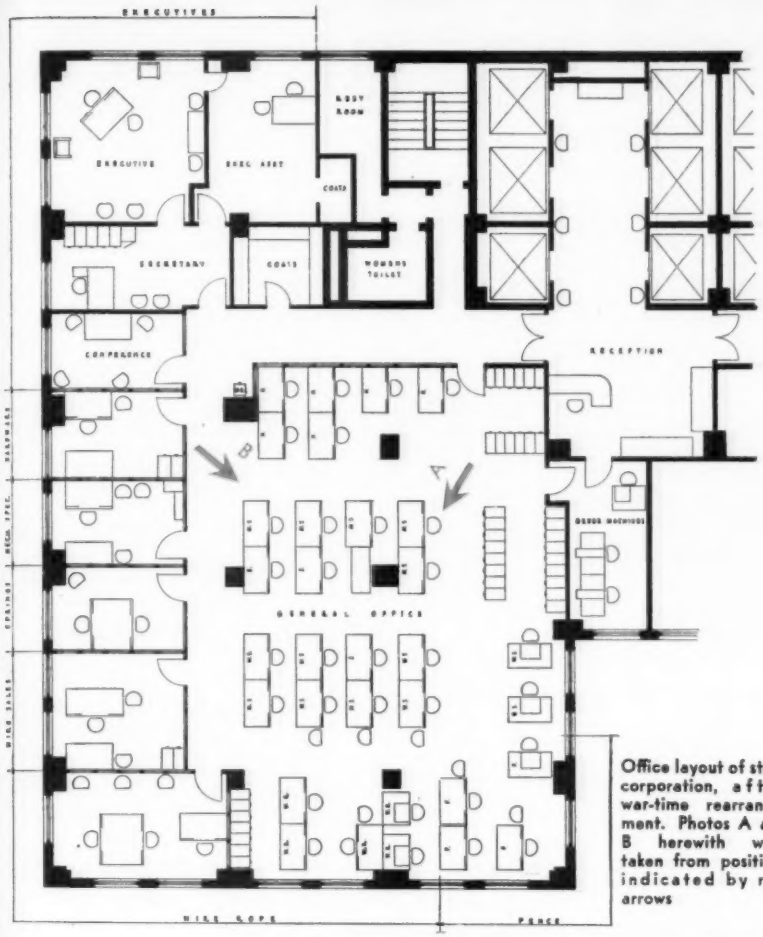
The equipment for the remodeled office layout was part new and part salvaged, as would probably be the case in most wartime revisions of office layout. The appearance is therefore not what could be achieved in normal times.

The dwarf partitions (4 feet 6 inches high of solid material, 1 foot 6 inches of glass) can be seen in the background of Photo A. They were used to build offices for the department heads insuring privacy yet low enough to allow for cross ventilation.

The flush acoustical ceiling and the acoustical carpet (over hair lining) are visible in the photographs. The combination reduces the noise level to a comfortable working condition, approximately 70° co-efficient. The acoustical hung ceiling conceals obtrusive steel beams and in addition to adding to appearence, provides a smooth light-reflecting ceiling surface.

The lighting fixtures are the ceiling-mounted fluorescent type, as the acoustical hung ceiling makes a ceiling approximately 9 feet high. It is recommended that electric fixtures be approximately 9 feet above the floor or 5 to 6 feet above the working desk surface. The light intensity is approximately 35 foot candles.

Blackout drapes can be seen at the windows in the background. The building window arrangement is made full use of to ventilate the office space, whereas in the original office layout, the departments and private offices were partitioned to 7 feet and to ceiling height. There was no opportunity for cross



Office layout of steel corporation, after war-time rearrangement. Photos A and B herewith were taken from positions indicated by red arrows

REPRINTS
of Ripnen Articles

● A new stock is now on hand of reprints of articles by Kenneth Ripnen which have appeared in this magazine. These reprints have been in great demand among DIGEST readers. Articles reprinted are the following:

- Layout and Equipment of the Modern Office
- The Space Factor in Planning the Office Layout
- Location Studies for Office Layout
- Creating the Office Layout
- Atmosphere in the Office Layout
- Standardizing Equipment in the Office Layout
- Standardizing Floor Covering in the Office Layout
- Partitions in the Office Layout
- Standards in Office Layout

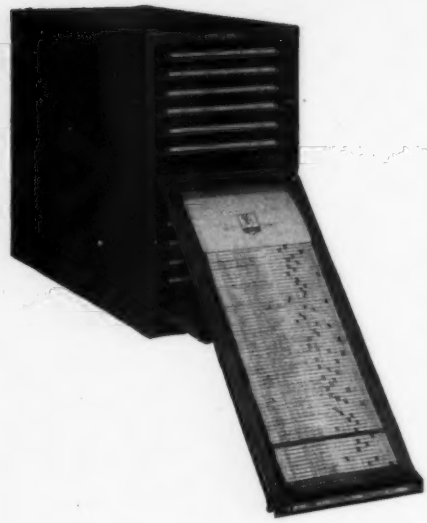
Each reprint is priced at 10 cents. Address requests to OFFICE EQUIPMENT DIGEST, 260 Fifth Ave., New York.

ventilation and inside space was used for storage space, not for office workers as shown in the new office layout.

The practical aspects of planning office layouts for war-time conditions and carrying out the work of rearrangement under wartime limitations have been set forth in our two articles on this war-time office layout job. Much can be accomplished in this respect through rearrangement of present partitions, or installation of partitions of non-vital materials; rearrangement of present electrical fixtures and the introduction of an acoustical ceiling of non-vital materials.

Photo B. Another view of steel corporation office after war-time changes had been made

NEW FOR THE WAR-



LEFT:

VICTOR VISIBLE EQUIPMENT IN WOOD. Victor Safe & Equipment Co., Inc., N. Tonawanda, N. Y., has placed in production an entirely new line of cabinet visible equipment principally of wood and containing practically no scarce materials. Included in new line are Victor features of easy-shift pockets, low slide sides, extra large slide pulls, oversize label holders. Finished in olive green to match existing steel equipment, label holders are bronze-color plastic set at 45-degree angle to speed slide selection. Interior parts are finished in stain and lacquer. New units may be sold without restriction to commercial and war production industries through holders of Victor franchise for steel solid cabinet visible. To reinforce presentation of new line, Victor is issuing several Case Records dealing with application of Visible Record Control to special problems of business today.

RIGHT:

FINGERPRINTING MADE EASY with this Clear Print fingerprinting pad, according to its manufacturer, Phillips Process Co., Inc., Rochester, N. Y. No glass plate, breyer, or printers' ink necessary; pad is entire fingerprint kit, makes several hundred finger prints without re-inking. Prints dry instantly on record card, can be handled at once without smearing, are waterproof and will not fade. Ink is not sticky, is easily removed from fingers, and never dries on pad. Compact, fingerprinting pad can be carried in pocket for plant or field work.

BELOW:

STURGIS WOOD CHAIRS. Sturgis Posture Chair Co., of Sturgis, Mich., announces a sturdy and attractive line of wood chairs for the office. Models shown here are manufactured in firm's own woodworking plant and feature: maple frames with all joints glued and doweled, deep saddle seats and form-fitting backs of birch plywood upholstered in either genuine or artificial leather over curled hair pads, backs designed to conform to any size user, elimination of swivel and adjusting mechanisms requiring metals (equipped with casters, each unit serves as swivel chair). Designed to match installations of steel office furniture, chairs are available in flat green, brown, maroon, black, and gray enamels. Upholstery leathers are available in wide variety of combinations.

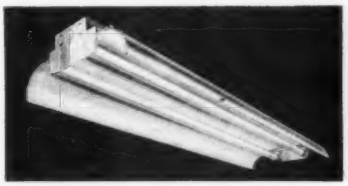
ABOVE:

OFFICE LABELS, a complete assortment of the most used labels for everyday use. Compact—requires small desk space; labels are always at hand ready for instant use. Assortment, including 666 heavily gummed labels, retails for 20 cents, distinct saving over separately bought labels. One of a number of stationery items from Stationery Division, Eureka Specialty Printing Co., 11 W. 42nd St., New York.

TIME OFFICE

BELOW:

HARDBOARD REFLECTOR LIGHTING UNIT. New Maze-Lite for 2-40, 3-40, and 2-100 watt fluorescent lamps releases metal for war production: its reflector is made of sturdy pressed wood! Lightweight reflector readily accepts Guth's durable 300 degree White finish enabling plants to continue to get "indoor daylight." Unit's accessory housing is steel and features side-of-channel starter switches for easy trouble-shooting, and bump-proof end-plates extending behind lampholders for protection during transit, installation, and servicing. For unit or continuous mounting, Maze-Lites can be attached to conduit or chain-hanger. Jack-chain is attached direct to channel; no angles or extra parts needed. Available for immediate shipment from Edwin F. Guth Co., 2615 Washington Blvd., St. Louis, Mo.

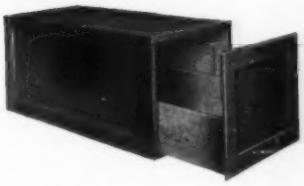


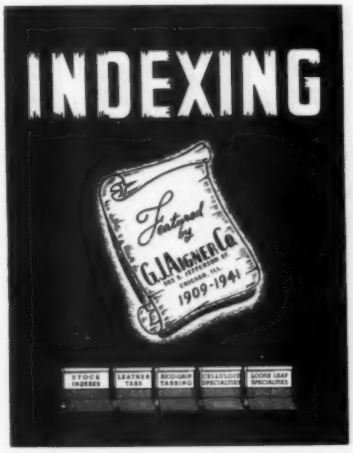
ABOVE:

KARDEX ADMINISTRATOR visible record cabinet in wood, newest addition to Remington Rand's line of visible and vertical record keeping equipment using wood instead of steel. Cabinet slides, slide pulls, and even slide hinges are of wood, thus releasing many tons of metal. Only metal in entire construction is in label holders and fastening screws. New wood equipment is designed to match existing steel unit installations, is not "substitute" but built for permanent use. From Remington Rand, Inc., Buffalo, N. Y.

RIGHT:

DURATION TRANSFER CASE in wood, No. 1821, letter size in standard olive green finish, features frame work and drawer of selected wood, panels of strong chippewa board, matched corners reinforced and heavily glued. Duration's non-suspension drawer, loaded to capacity, still operates smoothly and silently. Drilled front and back for stacking bolts. Outside dimensions: 25½ inches deep, 14 wide, 12¼ high. Representative of new items in wood by Hedges Mfg. Co., 2931 Wentworth Ave., Chicago, including letter trays, card filing cabinets, card index outfits, costumers, and transfer cases.



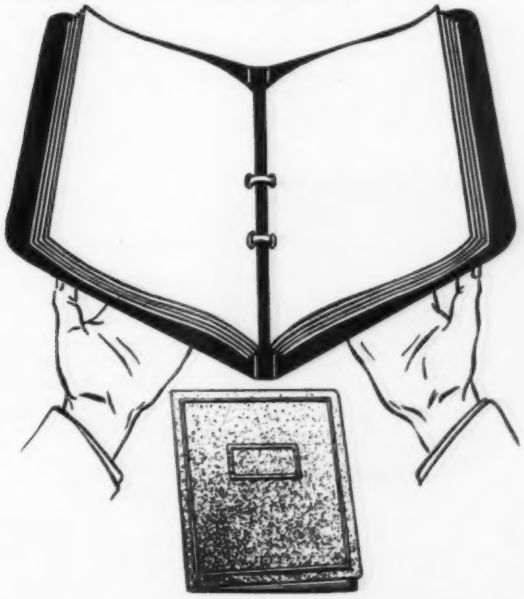


ABOVE:

NEW AIGNER CATALOG. Here is a new catalog on ledger and sectional post binder indexes being distributed by G. J. Aigner Co., 503 S. Jefferson St., Chicago, Ill. Divided into sections, it includes helpful information on ledger and sectional post binder indexes, ring book indexes, and special use indexes, the last listing lettered, stock title, commercial, insertable tab, storage binder, visible record, machine bookkeeping binder indexes and machine posting tray guides. The entire Aigner line of ledger and index equipment, celluloid and loose leaf specialties is listed and described, complete with prices.

BELOW:

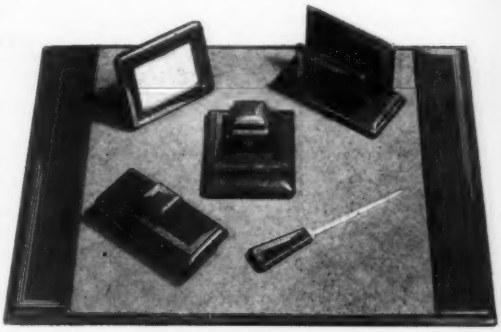
CADO BINDER COVER made from leatherette of durability not usually available in ten-cent range. Cado Fastener makes possible four different binding applications, each of which is convenient and attractive. Sheets can be turned over and opened flat, as in ring binder. Samples are available on request to Cushman & Denison Mfg. Co., 220 5th Ave., New York, making special reference to Cado Binder Cover.



FOR THE OFFICE

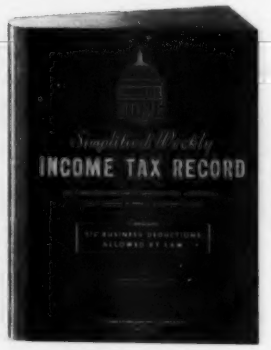
LEFT:

BUMP PAPER FASTENER, after being off the market for ten years, comes back to help out in the emergency created by shortages of wire staples and clips generally used for fastening together papers, letters, etc. Bump fastener requires nothing but paper sheets themselves for operation; no clips or staples are necessary. Fastener is made of non-critical materials in three models to meet various office requirements. Stand type with punch shown here is fastener and perforator combined. A narrow and a combined wide hand grip fastener are the other models; these two are ideal for many desk uses. Manufactured by Bump Paper Fastener Co., LaCrosse, Wis.



RIGHT:

SAVOY DESK SET. This smartly simple calf leather ensemble is neatly gold tooled in 22K gold leaf. Desk pad comes with leather covered extension edges. Paper cover is gold plated. The size is 16 x 21 inches; the colors are brown, green, blue, and mahogany. Set comes packed in two boxes, pad separately. From Stationers Specialty Corp., 19 W. 21st St., New York.



LEFT:

INCOME TAX RECORD. Salable item for the stationer and office equipment dealer to carry this winter is this 1943 edition of the Dome Simplified Weekly Income Tax Record. Law now makes it compulsory for business and professional men and women to keep permanent records for income tax purposes. This record is a weekly cumulative record requiring no knowledge of book keeping and including a list of 276 business deductions allotted by law. Yearly summary sheet is detachable to facilitate accurate preparation of tax return. Special pages cover complete records of yearly payroll and social security data. Designer of ingenious book is Nicholas Picchione, CPA, well-known tax consultant. Record retails at $2. From Dome Publishing Co., 507 5th Ave., New York.

RIGHT:

WOODMASTER CARD CABINET SERIES designed for the busy office, factory, any and all war activities. Cabinet hardwoods are seasoned, air and kiln-dried, free of defects. Construction is tongued and grooved, re-inforced with glue blocks at all vital points. Equipped with compressor and drawer stop. Only metals used are in cardholders and pulls. Finish is harmonious Asco olive green. Available in various sizes. Complete information and prices on request to Art Steel Sales Corp., 300 E. 145th St., New York.

LEFT:

THICK CUSHIONS in three sizes, A—17 x 18½, B—15 x 17, and C—14½ x 15, are offered, priority free, by George E. Fox & Co., 412-420 Orleans St., Chicago. No. 100 is covered with brown or green Friezette and filled with Fox's resilient new filler, has chain stitched knife edge and three compartments to prevent shift of filler, and is listed at $1.30. No. 100½, listed at $1.50, is same as No. 100 except that it is covered with Panama cloth on one side, Friezette on other.

Releasing for sale of pre-1915 typewriters could bring back into service machines as ancient as this 19th Century model, shown in an office of the letter-press era.

Typewriter Eligibles Extended

AN amendment to typewriter rationing regulations materially broadening the classification of those eligible to buy both standard and portable machines was announced September 17 by the OPA.

The principal establishments affected by the amendment, No. 5 to Revised Rationing Order No. 4, are contractors engaged in war work, the merchant marine, labor unions, employers' associations, and agencies auxiliary to the war effort such as the United Service Organizations, the United Seamen's Service, and the Red Cross.

WHO MAY BUY STANDARD MACHINES

The groups declared eligible to buy standard machines in addition, to the contractors mentioned, include:

1. Persons engaged in the operation of merchant ships.
2. Prime contractors with the Army and Navy who are conducting air transport of military personnel and supplies to foreign countries.
3. The national office of the United Service Organizations.
4. The national office of the United Seamen's Service.
5. The national office of the Red Cross for use in connection with its services to the armed forces.
6. Labor unions and employers' organizations, 70 per cent of whose membership is engaged in the production of war materials.
7. Establishments manufacturing aviation and lubricating oils and high octane gasoline.

WHO MAY BUY PORTABLES

Groups declared eligible to buy portable machines include:

1. Labor unions and employers' organizations, 60 per cent of whose membership is engaged in the operation of plants which have an A-3 priority rating or higher.
2. All offices of the United Seamen's Service.

Acording to the order, persons already eligible to purchase portables and those made eligible to purchase them under the amendment are eligible to buy standard machines, providing that these machines are of pre-1928 vintage. Persons selling typewriters of post-1935 manufacture to the Government are also authorized to buy machines manufactured before January 1, 1928, without obtaining a rationing certificate if the machines are purchased at the time of the sale.

Moratorium Applies to Army, Navy

THE moratorium on the recall of standard-size typewriters of post-January, 1935, manufacture now on rental to nonmilitary agencies of the Federal Government, which was recently announced by OPA applies also to machines on rental to official branches of the Army and Navy, OPA officials said September 17. It had been previously indicated that the moratorium did not apply to the Army and Navy.

The moratorium extends from September 15 to December 15 the date for recall of machines on rental to Government agencies and the Army and Navy.

* * *

OFFICE HEALTH AND OFFICE EFFICIENCY

(*Continued from page* 56)

J. David Houser[1] has reported in a general way on the attitudes of 100,000 workers in large corporations. "Among employes outside the sales force, including unskilled labor, the twelve factors which they said mattered most to them, were, in order of importance, as follows:

(1) Receiving help necessary to get results expected by management.

(2) Being encouraged to offer suggestions and to try out better methods.

(3) Being able to find out whether work is improving.

(4) Reasonable certainty of being able to get fair hearing and square deal in case of grievance.

(5) Certainty of promotions going to best-qualified employes.

(6) Encouragement to seek advice in case of real problems.

(7) Being given information about important plans and results which concern the individual's work.

(8) Being given reasons for changes which are ordered in work.

(9) Not being actually hampered in work by superior.

(10) Not getting contradictory or conflicting orders.

(11) Being given to understand completely the results which are expected in a job.

(12) Likelihood of pay increases from time to time."

Studies of the type indicated could influence office management to advantage and should be more intensively promoted. These factors become increasingly important as competition for expert workers increases. To retain a staff with any degree of success demands conscious acceptance of such fundamental considerations of human nature.

In line with the foregoing discussion there are the war needs to be considered. As production is stepped up and extra work is demanded in the community and at home, it would be desirable to organize, through the workers where possible, a war bureau. A war bureau could be set up for a building or a firm. This bureau should carry all current information in regard to Civilian Defense and the armed forces. It could properly be manned by the employes on scheduled hours. Such an information service would tend to promote confidence and allay fears. The workers must understand what is going to happen to their brothers and husbands. They must have some sympathetic insight into what is to be done in regard to economic security. These factors are included in the problem of personnel adjustment and are the very factors that bring on strains that are incompatible with happy living, joy in life, and efficiency.

After this brief consideration of environment, the subject of medical care arises. Every individual should be examined before employment. Many firms have capable medical staffs to undertake this responsibility. When an office manager has a competent medical advisor to assist in the solution of individual health problems, he is fortunate. A genuine interest in the well-being of each assistant promotes mutual confidence.

When the examination reveals such remedial defects as those of the eyes, teeth, nose, and throat, and other chronic conditions, early correction should be promoted. For often low grade infections which are allowed to persist produce changes of old age or degenerative changes that lead to incapacitation and death. The degenerative diseases affect changes in the heart, blood vessels, and kidneys—so frequently that these diseases top the mortality lists.

While it is desirable to have a medical advisor accessible for examinations, follow-up advice, the promotion of health habits, and for the immediate medical care of the acutely ill, it is not always practicable. Without the assistance of a medical advisor, the management can foster and make it possible to practice good health routines. For example, it has been proved desirable to establish routine rest periods. When rest periods are staggered, better use is made of the rest room facilities as there is no crowding or undue hurry. This practice does not decrease the working day but adds to comfort and promotes better work. Eating habits are extremely important. Dietary essentials should be available for the regular meals. Use should be made of the authoritative materials on nutrition provided by the Federal Government out of the Health and Welfare Service of the Federal Security Agency. Abroad it has been necessary to provide the fortified foods—foods like bread that have had their vitamin and mineral content supplemented. In England and other belligerent countries, there is marked rise in the incidence of tuberculosis, especially among young women. This fact may be related indirectly to inadequate diet. The question of the desirability of inter-meal eating always arises in parallel with the question of the effects of time off for tea. Studies have not proved the advantage of this practice. The main point is that in three regular meals a basic diet must be obtained.

In the consideration of the health habits at work, mental hygiene, freedom from worry, congenial environment, comfort stations, rest periods, and eating habits have been touched upon. A comment on the control of colds is in order. The only acceptable control known is to isolate the infected person. An individual with a cold should be forced to stay home during the first two or three days. Science has demonstrated that cold germs remain in the air of a room for hours to infect all persons who are exposed. A good deal of study is underway on the effects of ultra-violet on colds.

Physical Fitness

For the remainder of the time, the place and importance of physical fitness, as it is concerned with exercise and recreation, will be reviewed.

All of us can improve our state of well-being if a systematic plan is followed. The office force must be encouraged to take suitable regular exercise and to indulge in soul-satisfying recreation. The firm can do much to make possible a fulfillment of the desires of the workers in such matters. Physical and moral stamina are first essentials. Already inability to tolerate the working load is arising. At the Willow Run Bomber Plant, where wages are high, workers frequently cannot stand the pace and retire to their old jobs.

Exercise is an essential health habit. What is to be expected of exercise? Exercise does certain things. In the first place, an examination before participation is indicated. The doctor's opinion of the type and intensity of the exercise is desirable. Regular periods of suitable exercise will increase endurance. This period of activity must not be confined to the week-end, but should be scattered throughout the week—three to four times a week. These periods of exercise do not have to be filled with heavy exercise, but rather with moderate exercise for a longer period of time. You may say, "Are you talking about

(*Turn to page* 66)

[1] J. David Houser, What People Want from Business. (New York: McGraw-Hill, 1938.)

SHEAFFER'S NEW V-BLACK Skrip

. . . THE SHADOW OF THINGS TO COME!

This new legible black writing fluid which answers a vital war-time need in soldier communication may seem to be of passing interest to you. But if you think it stops there, think again, for already a good many thousand alert businesses see that this fluid fits into a communications and filing system as new and far-reaching as the telephone and the typewriter.

Understand the process, and you'll see how it can gain for your company the priceless advantages of speed, economy . . . can make your company just that much more effective.

Follow these simple steps, and adapt them as so many others have:

ONE: We speak here only of soldier mail. The revelation of business usage follows:

In soldier mail, the original letter is written, and then reproduced on microfilm, over two thousand letters to a little film reel, as small as the palm of your hand. This film reel is then speeded to its destination. There it is enlarged photographically, and print of the letter delivered to the recipient. About forty mail sacks of ordinary mail become one sack of film. See the difference in cargo space and speedy transmission?

Here's Where You Come In

Right now, hundreds of banks use this same photo method to make check records, using a single file cabinet of record-reels instead of a roomful of file cabinets. Right now businesses everywhere are compressing files of drawings and correspondence and formulae and contracts by this photo-file method. SOON YOU'LL SEE YOUR COMPANY'S EVERYDAY MAIL WINGING ACROSS CONTINENTS IN POSTAGE-STAMP SIZE, cheaply and swiftly, just as soldier mail goes today. Ready your company's writing for this better way!

Remember One Thing

Only one detail is left, and that's up to you. That detail is simply, *MAKE EVERY WRITING LEGIBLE*, since the coming method is essentially photographic. *BLACK photographs best.* Hence—Sheaffer's V-Black SKRIP. It's jet-black and permanent. It's suitable for steel or fountain pens—smooth-flowing, quick-drying on paper but not on pen points. It is kind to essential pen parts. Line up your company's writing with the new day! *Be ready!*

MEANWHILE . . . We still make America's most popular home and business writing fluid—SKRIP. In these days when lasting records and conservation of materials are so important, do as the majority does —trust records only to SKRIP. W. A. Sheaffer Pen Co., Fort Madison, Iowa.

Since the outbreak of the war ACCO has been confronted with many difficulties but has never lost sight of the problems of the stationer and his customers. We are looking forward to a resumption of regular trade business at an early date.

ACCO PRODUCTS, Inc.
39th Ave. & 24th St.
Long Island City, N. Y.

(*Continued from page* 64)

exercise or sports?" I am talking about exercise. There is a definite difference between routine exercise taken for development and hygienic purposes, and recreational sport. Recreational sport is a two edged sword, for it can provide suitable exercise and at the same time be used as a soul-satisfying recreational device.

Suitable recreation is indispensable to well-being. The selection of soul-satisfying recreation is of first importance. Games, sports, athletics, and dancing are demanded by youth and young men. Young women have an urge for physical activity. Where it is possible to provide for joint participation by groups of young men and young women, the results are gratifying.

Big muscle activities, like the sports, when played skillfully, can provide both enough exercise and lots of recreation that lead to relaxation, joy, and stamina.

In conclusion, I would like to quote from an article by a psychologist.

"In a recent monograph 'Propaganda for Democracy,' Paul Garrett of General Motors points out that 'The time in which we live might well be called days of *The Great Indecision*. Never have so many emotional currents tugged at mass sympathies, or so many tides in conflict been loosed to sweep away judgments. Never have there been such deliberate pressures upon individuals and groups of individuals.'

"Management needs no prophet to tell it that technological problems, while they still exist, are secondary. The primary problem of industry, politics, and world economy is a problem of human relations. Moreover, industry and management need no seer to point out the fact that the behavior of man is the nub of the matter.

"The staff of an army can enforce cooperation on the grounds of patriotism and discipline. The management of a business, in a democracy at least, can only develop cooperation on the basis of the satisfactions it gives to the workers and the public.

"Whatever the field of management, whether in private business or in public institutions, the satisfactions of people are the final criterion of successful management."

LETTERS TO THE EDITOR

EDITOR, OFFICE EQUIPMENT DIGEST:

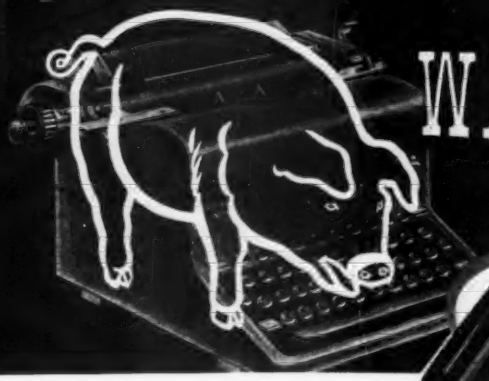
I have been reading in OFFICE EQUIPMENT DIGEST a further account of the Government's attempt to purchase 20 per cent of the typewriters in use in industry. I feel that there is a fallacy in the Government's method of obtaining these typewriters which will make the attempt unsuccessful, and that is the prices that they have offered. The trade-in price schedule which is set up by the typewriter industry is lower than the market value. The typewriter companies have not wanted to encourage the trade-in of these machines.

Take for example a company which has bought a $115.50 machine. The purchase price of this machine with discounts was $93.56. Under normal conditions this machine would depreciate $18.71 per year. Thus at the end of the first year this stands on the manufacturer's books at $74.85. Nevertheless the price offered by the Government for this machine is $40.00. Likewise, at the end of the second year the book value is $56.14 and the Government's price is $40.00. The drop in prices is even more severe for electromatic machines.

I believe that business would make an honest effort to turn over machines to the Government if the Government would pay a fair price. I feel that under the Second War Powers Act the Government does not have a right to confiscate machines at the offered price. The law states that property will be taken for a fair price and the current prices are not fair.

I am writing this letter on personal stationery to avoid the possibility of having my own personal opinion connected with that of my employer. I would however like to have some comment on this situation from other persons.

Yours very truly,
CHARLES GREGORY SMITH,
805 Yadkin St., Kingsport, Tenn.



WASTE

BLAME

Curl

NOT GIRL

Carbon paper that curls is a costly and unnecessary nuisance. It wastes precious time and energy at every loading of the typewriter, tries the temper of your typists, causes mistakes. Check up on your carbon paper now. Send for your free DAWN samples. See why . . .

It pays to give your typists DAWN
OLD TOWN'S AMAZING NEW CURLPROOF CARBON

DAWN gets the job into the machine quicker . . . turns it out neater. Saves time. Saves temper. Saves mistakes. REASON: DAWN STAYS FLAT, never curls, is easy and clean to handle. Try this *speedy* carbon. For test samples write OLD TOWN RIBBON & CARBON CO., Inc., foremost makers of ribbons and carbons for every use. Address Dept. D-9.

Every sheet of OLD TOWN carbon trade-marked and GRADE-marked. Know what you buy . . . get what you pay for.

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Ask your office supply dealer.

DONT LET THE SHORTAGE OF WIRE STAPLES OR CLIPS DISRUPT *your* FILES —

MAKES TIE FROM THE PAPER WITHOUT CLIPS

Fasten papers together without staples or clips—the Bump way. It saves time and expense. It requires nothing but the paper sheets themselves. The first cost is *your only expense*. There are no staples, clips or pins needed—no metal of any kind.

Now, when vital metals are so important to the all-out war effort this saving of metal is a contribution to Victory. The Bump Paper Fastener is made of non-critical materials—black oxidized finish — today indispensable equipment in any filing department. With it you won't have to worry whether next year you will be able to have papers fastened together in your files. There'll be no loose sheets, even though you cannot get metal clips or fasteners. Your filing efficiency will be normal.

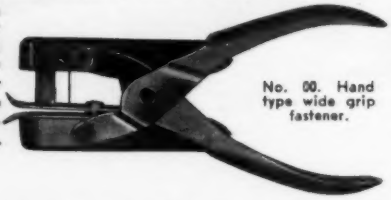
No. 2. Stand type with punch.

This Bump Fastener is a fastener and a perforator combined. It punches a round hole to fit ¼" binding post—a real money and time saver.

No. 1. Hand type narrow grip fastener.

A handy device for any desk—used by thousands of office workers.

Ideal for daily correspondence, to fasten enclosures to letters, bills to vouchers, drafts to bills of lading, checks to remittance slips, and many other uses is this hand model. It is a low priced fastener with a wide grip for almost universal desk use.



No. 00. Hand type wide grip fastener.

A trial will convince you of the efficiency and money saving of Bumper Paper Fasteners. Prices upon request.

BUMP PAPER FASTENER CO.
LA CROSSE, WISCONSIN

Bump PAPER FASTENER

Manufacturers of the

McCOBB HEADS CONTROLLERS INSTITUTE

T. C. McCobb, controller and director of Standard Oil Co. of New Jersey, was elected president of the Controllers Institute of America at that group's annual national convention in Chicago last month. Mr. McCobb, who

T. C. McCOBB

succeeds J. A. Donaldson of Butler Bros., Chicago, has been with Standard since 1928 and has been its controller since 1933. Since 1939 he has been a director of the Institute.

Five vice-presidents chosen at the convention include C. C. Gibson, Parrafine Companies, Inc., reelected; and E. W. Burbott, A. B. Dick Co.; G. R. Drysdale, Phelps-Dodge Corp.; L. D. McDonald, Warner & Swasey Co.; and J. C. Naylor, Pet Milk Co.; all new incumbents. O. W. Brewer, American Gas Association; and L. W. Jaeger, Colonial Optical Co., Inc., were reelected treasurer and assistant treasurer, respectively. Arthur Tucker was reelected secretary-controller and managing director. The following are association directors: C. W. Borton, Irving Trust Co.; H. E. Hearst, S. S. Kresge Co.; W. R. Little, Evening Star Newspaper Co.; J. J. Russell, Revere Copper & Brass, Inc. Robert Meyer, Wright Aeronautical Corp., and W. F. Sigg, American Oerlikon Gazda Corp., were elected auditors.

Besides scanning the business future, the convention gave time to such topics as "Government Wartime Reports Required from Business," "Renegotiation and Price Adjustment of War Contracts," "Civilian Goods Inventory Limitation," and "Post-War Controllership."

SECRA-TYPE DESK MEETS SUCCESS

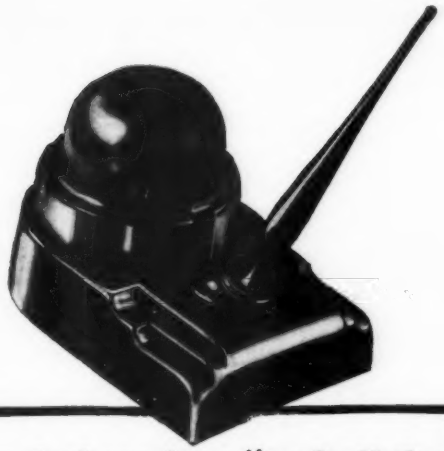
Michigan Desk Co., Grand Rapids, Mich., reports that, in spite of their original reluctance to stock the Michigan Secra-Type typewriter desk, its dealers are now finding that the model is one of the outstanding profit-makers available. Secra-Type's selling features include a variety of sizes, including a 36-inch length, all accommodating a standard size typewriter and providing valuable storage space.

GENERAL BOX HAS INSTRUCTION CHART

An informative instruction chart covering all points in the assembling and closing of General All-Bound boxes is now available. The chart, prepared by General Box Co., Chicago, is complete with photographs and drawings illustrating the various steps in assembly and the tools used. The All-Bound box is a one-piece shook, packed flat, two-thirds assembled for strength and storage economy. Assembly is simple, requiring only two hands and one tool, the Bon Ender.

FIRE DAMAGES HARDING PLANT

On September 16 fire destroyed a portion of the Los Angeles plant of Milo Harding Co. The damage, while considerable, will not seriously impair the company's service to dealers and users of its well-known Tempo duplicating supplies. Fortunately, records were saved, and the company's large stock of Yoshino paper and chemicals was stored elsewhere and unharmed. The manufacturing department has been set up in new quarters, and a bulletin to customers announces that the company will make partial shipments on orders until full production is resumed.



Your desk workers "go for" the new GLASS handi-pen set by *Sengbusch*

Protects your future supply . . . makes a hit wherever used . . . .

Here is one way to beat war shortages: Standardize on the new Handi-pen — in which glass and other non-critical materials replace rubber and plastics needed for Victory.

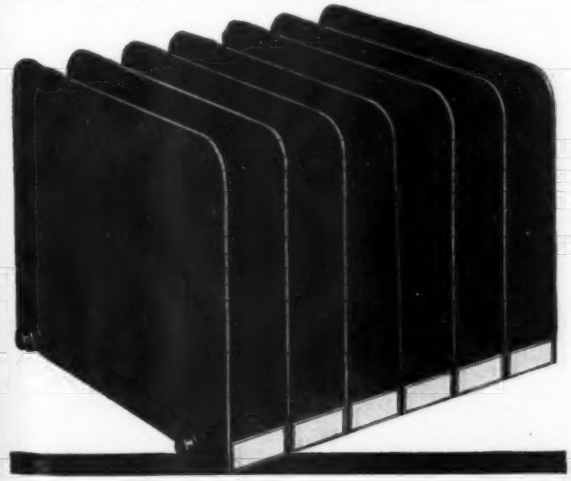
Thus you can continue to offer your desk workers the advantages of Handi-pen writing — "the greatest aid to writing ease." And you can do it with pride — for these new sets are good-looking, practical, durable, up to usual Sengbusch standards in every way. Black or crystal glass, indestructible by ink acids. Bottle holds 2 ounces of ink, fills from any bottle. Single or double, $3.00 to $10.80.

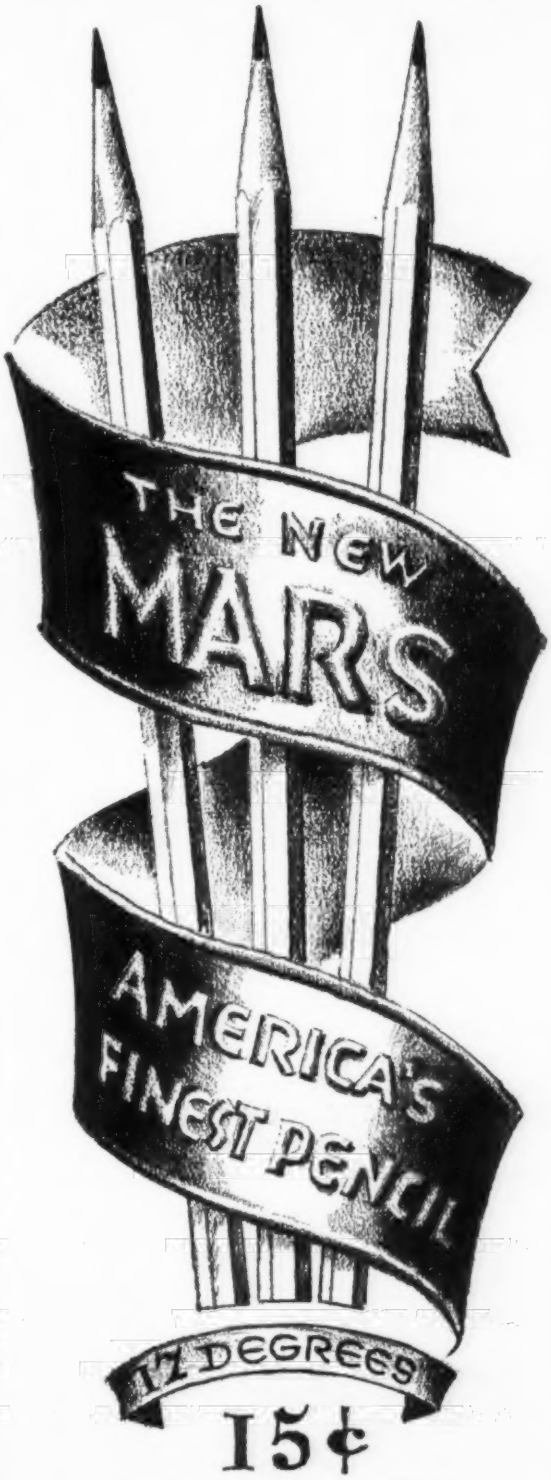
Use the new glass Handi-pen and its companion item, the new *steeless* Kleradesk — and depend on the established reputation of these popular Sengbusch products. Ask your stationer for details and prices. *Sengbusch Self-Closing Inkstand Co., 210 Sengbusch Building, Milwaukee, Wisconsin.*

• • •

New Steeless Kleradesk by Sengbusch

Known for years as one of the greatest aids to desk workers — now made without an ounce of steel or rubber. Base and assembly rods of wood, uprights of treated Hardboard. Model 6V-S (illustrated) $4.50.





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Use the PREFERRED-TYPE PEN SETS*

*and you *will* be using the preferred type set if you use the WEAREVER DE LUXE . . . and it makes the pefect gift too. According to a report in a leading New York newspaper, over 60% of our men in the Services prefer military clip fountain pens and sets as gifts.

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Reg. U. S. Pat. Off.

America's Quality Dollar Fountain Pen with the

PERFECT WRITING FEATURES

Military clip flush with top of pen cap. Ideal for men in the service. Goes big with school students.

$1.00

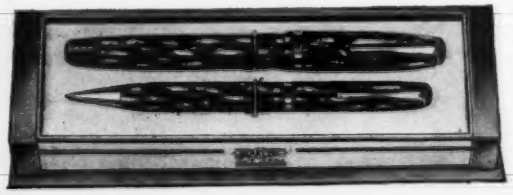
14-Karat Gold Reinforced Point with Iridium Tip (Fine, Medium and Broad Points).

ASK YOUR DEALER ABOUT THE COMPLETE NEW WEAREVER LINE

WEAREVER DE LUXE GIFT SET

(Illustrated Below)

A fine, back-to-school gift. Ideal for service men too. Wearever De Luxe No. 2839 Pen with pencil to match. **$1.50**



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The NuAce "VICTORY CORNERS" are designed for those who want to keep a patriotic album of their loved ones in our armed forces. The corners are ideal for mounting photographs, clippings, stamps or letters which will tell the story of your son, husband or sweetheart as he does his part in our victory effort.

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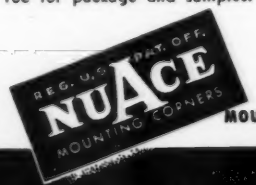
In Regular, Junior and Senior Sizes. Also Crystal clear Transparent style (Medium).

Get NuAce today at your dealer's or send 10c for package and samples.

THE ORIGINAL 

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ACE ART CO.

50 GOULD STREET READING, MASSACHUSETTS

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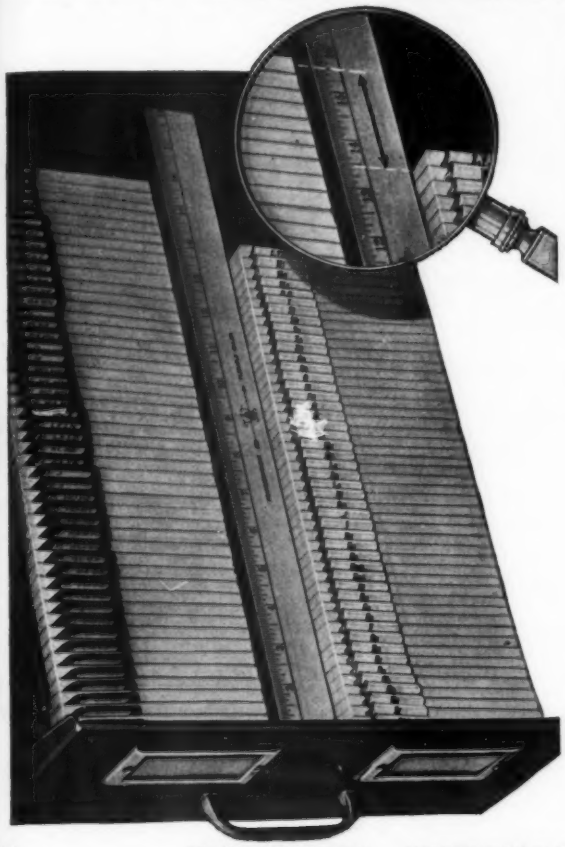

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Positively, valuable inches are saved in any kind of filing drawer because BARKLEY Plastic TAB INDEXES have the entire body above the guide card. Thus a 20 to 40% saving is assured.

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STRONG — SNOW WHITE — FINE CRACKLE—ERASES TYPEWRITING PERFECTLY — MAKES 20 CARBON COPIES—TAKES PEN & INK WRITING
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ENJOY the convenience and savings afforded by using SKY-RITE Air Mail Paper and Envelopes. The outstanding quality of this rag-content air-lite paper insures a favorable reception and impressions from business firms, and others. Insist on using "Sky-Rite." Coupon below for your convenience.

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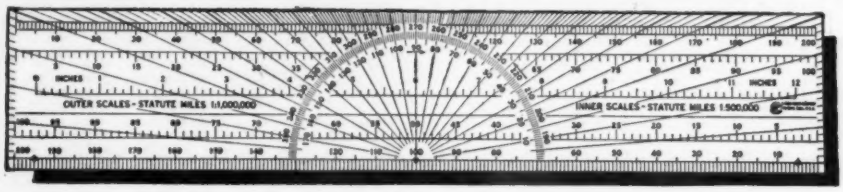
FOR TODAY'S STUDENTS AND MILITARY NEEDS



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In schools and military training centers, C-Thru protractor plotting instruments are essential requirements. Students, teachers, officer trainees, air pilots, engineers, student navigiators, draftsmen and technicians need our time-saving measuring devices.

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Hartford, Connecticut

"The Profit Line"

LET'S GO! U.S.A. KEEP 'EM FLYING!
UNCLE SAM NEEDS PILOTS
AN A.A.F. ADVISORY FLYING CADET

Automatic contributes to the war effort

HELP CONSERVE STEEL!

Ammunition—so vital to our armies is being produced by Automatic in ever-increasing quantities.

Output of Automatic Sharpeners continues . . . but is of course reduced . . . for Uncle Sam's *first* needs must come first!

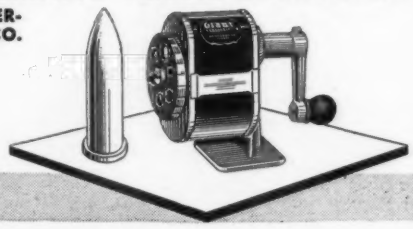
You are urged to advise employees to keep their present Sharpeners oiled and clean! A single drop of oil on bearings and gears helps stop wear. Do this frequently. Mention keeping the shavings receptacle empty to avoid clogging of working parts.

Many small economies can win the war! Help teach your employees to do their share!

AUTOMATIC PENCIL SHARPENER CO.

DIV. OF SPENGLER-LOOMIS MFG. CO.

CHICAGO, ILL.



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Writing Sets

like soldiers at their posts, always ready for instant action! Busy men like the convenient magic of Fount-O-Ink and the unfailing service. *Automatic ink supply feeds the pen that fills itself!*

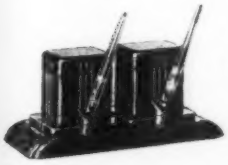
No. 20 CC. With chrome finish metal base and cover, or No. 20 BRE with hammered bronze finish base and cover, new Vis-O-Feed pen.
With stainless steel pen point $4.75
With 14K solid gold pen point $7.15

When the present stock of these beautiful sets is sold out there will be no more ***metal base*** sets for the duration.

Fount-O-Ink Writing Sets—start instantly—write continuously—and banish forever that old nuisance, the dry or empty pen.

No. 2 SCF Porcelain base set lists at $2.50 with stainless steel point; lists at $5.25 with a 14K solid gold point equal in size and quality to point in high grade fountain pens that sell for as much as this entire set. The porcelain base is one of the most unique pieces of ceramic art ever produced. In one integral piece, glazed inside and out, true threads to screw in the ink fount, receptacle that holds the pen secure without sticking. The set has eight years of consumer acceptance and build up. The materials to make it are available.

14K solid gold points last through the years . . . No priority required.



Streamline base sets in all plastic, walnut or mahogany. Single sets at $3.75. Double sets at $6.50. Or with solid gold points at additional cost.

Latest revised catalog is now ready.

GREGORY FOUNT-O-INK COMPANY
Los Angeles, California, U.S.A.

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Even Santa is Saving for VICTORY

5 ATTRACTIVE MODELS

No. B-200
Genuine Spanish Lambskin, Two-toned spider grain finish. 3 pockets. 22½ Karat Gold Stamping. Finest silk moire lining. Hand finished. List $5.00 each

No. T-201
Smooth Finish Genuine Two-toned Lambskin. 3 pockets. 22½ Karat Gold Stamping. Highest quality silk moire lining. List $5.00 each

No. 150
Distinctive genuine pebble-grained split cowhide leather. In Black or Blue. Most durable construction. 2 pockets. Holds and registers 40 bonds. Unusual value. List $3.00 each

No. USD
Simulated leather. Rich Brown or Deep Blue. 2 pockets. 22½ Karat Gold Stamping. Registers 40 bonds. Popular model. List $1.20 each

No. USW
Tough leatherette paper stock. Dark Brown or Black. Printed in silver. Sturdy construction. Expanding pockets and visible register for 40 bonds. Fast Moving. List $0.50 each

(All items listed are 5" x 11" size and are individually boxed. (except USW which comes 3 dozen to a box).)

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U. S. PATENT NO. 2,177,071
WAR BOND WALLET and REGISTER

This Christmas—War Bonds will be the Nation's greatest sales sensation — and with every one that is sold, you've another prospect for the specialty that's been the most successful and profitable sales sensation of the year —

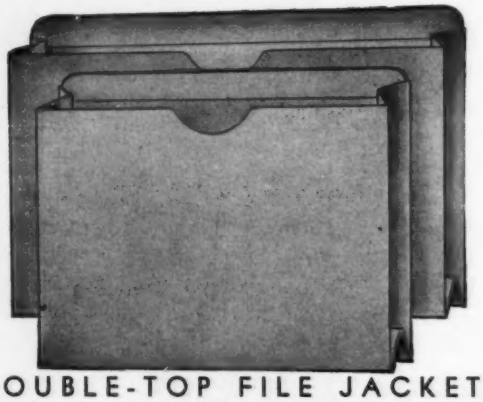
CONSUMER PROMOTED
Through national Magazine, Newspaper and Point-O-Sale media. Local promotion material available on request. Write today for illustrated brocure and advertising material to Dept. S

A practical and economical method for keeping bond purchases safely together and for registering each bond in a patented, single-glance index. The system records date of purchase, amount, date of maturity, beneficiary, etc. for 40 bonds of any denomination.

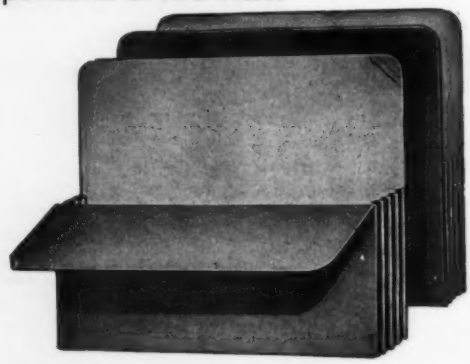
THE REDI-RECORD CO.
251 Fifth Ave., New York, N. Y.
A REDI-RECORD PRODUCT

BUY U. S. WAR BONDS AND STAMPS

CHAMPION CLASP ENVELOPES
have well gummed flaps and seams that withstand hard usage.



DOUBLE-TOP FILE JACKETS
stand erect in the files. Available in either Rope-Manila or Red Fibre.



Leatheroid QUALITY PARK ENV. CO. FILE POCKETS
are made with 1¾, 3½ and 5¼" expansion gussets. Reinforced construction where wear is greatest.

QUALITY PARK ENVELOPE CO.

General Office & Factory
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Warehouse
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GUMCRAFT

—means GUMMING CRAFTSMANSHIP—

Established 1924

GUMCRAFT PRODUCTS — SEALING INSURANCE

GUMMED CLOTH TAPES

BOOKBINDERS — CAMBRIC — CORRUGATORS
GOLD — HOLLANDS — LINEN
SILVER — SPECIAL — TRANSPARENT

★ ★ ★ ★ ★

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BOX STAY — COLORED — GOLDSEAL
KRAFT — POSTAGE METER — SEALING
SILVERSEAL — SPEEDISEAL — TABLET
TELETYPE — TIEDY — VENEER

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PAPER — CELLOPHANE — CLOTH
Gummed — Ungummed
Our Continuous Roll—Printing Press equipment is modern, high-speed. Prices are attractive. Write us.

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"HANDIROL" MENDING TAPES

CLOTH—Black, Grey and White
TRANSPARENT — DRY-HESIVE
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A complete line of Small-Package units for the STATIONERY TRADE

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"Serving Government and Industry since 1924 with a complete stock of Gummed Paper, Cloth and Taping Devices."

WEEK-AT-A-GLANCE CALENDAR APPOINTMENT AND ADDRESS BOOKS

They're Only HUMAN

Your old customers are, after all, only human beings who forget very easily and unless you keep them reminded of your personal interest in their welfare it is a very easy matter for aggressive competitors to step in.

Good will is the most valuable asset of any company and regardless of whether, at the present time, you have plenty to sell or are engaged exclusively in war production the present and future success of your business depends, to a large extent, on the protection of this asset.

The "Week-At-A-Glance" books offer you a most effective and economical media for this purpose. Beautifully designed and printed, they provide a full week of appointments and memoranda at a glance plus a complete alphabetical telephone and address section and are definitely assured of constant use throughout the year.

When imprinted with a company's name or trade mark, they serve as a constant reminder and result in lasting appreciation and good will.

Ask your local dealer, today, for quantity prices, or write Nascon At-A-Glance Products.

Nascon "AT-A-GLANCE" Products
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Reyburn's

★UTILITIES

FINEST QUALITY SINCE 1895

SHIPPING TAGS — MERCHANDISE TAGS
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TAKE ADVANTAGE OF OUR LONG MANUFACTURING AND DESIGNING EXPERIENCE TO CREATE FOR YOU A TAG, TICKET, LABEL, SEAL, ADVERTISING NAPKIN OR DISPLAY; DISTINCTIVE IN DESIGN, STYLED TO YOUR PARTICULAR NEEDS AND WITHIN YOUR PRICE RANGE.

WRITE DEPT. GR.
FOR SAMPLES AND PRICES

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THE REYBURN MFG. CO., INC.
PHILADELPHIA, PA.

Chicago Whse.: 1100 So. Wabash Ave.

FRIEDEL'S *Victory* COMPUTING MACHINE DESKS

THE STRENGTH OF STEEL AT HALF THE COST

- For Faster Figuring
- Greater Accuracy
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Big 60" computing machine desk designed to give plenty of free desktop space for working papers. Special recessed corner for computing machine 4½" lower than top surface. Machine shelf liberally extended—permits placing machine at proper angle for maximum efficiency, minimum of fatigue. Five roomy drawers.

Built from Masonite, beautifully finished to look like steel. Strong but light weight. Sizes: 32"X60"; 32"X48". Colors: Olive Green, Gray, and Brown.

Also, Masonite flat top desks in three sizes, not now subject to high priorities. Masonite furniture now used in many of nation's leading offices.

Write today for complete information and prices.

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LOWER PRICES *Now in Effect*

. . . On Our Complete Line of "Certified" CASH REGISTER PAPER ROLLS

NOW you can buy "Certified" quality at a LOWER PRICE!

Complete service stock available for all models of cash registers ● Guaranteed performance ● Full size, color and assortment ● Micromatically accurate ● Made by paper roll craftsmen.

New!

"Certified" TELETYPE PAPER ROLLS

With EASY-OPENER "Pull-Tab" Band—no waste . . . no fuss . . . no time lost.

"Certified" ⅜" Telegraph Tape Rolls

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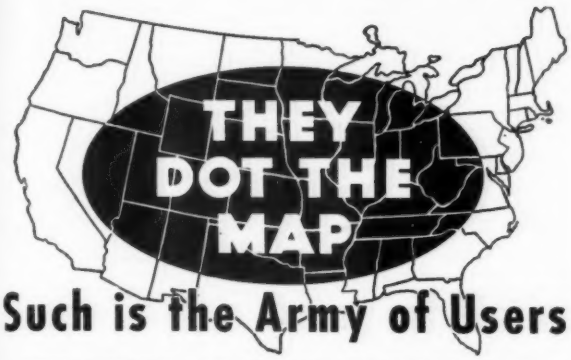
Paper Rolls Exclusively

LYNN PAPER PRODUCTS MANUFACTURING CO. 2000 HOWARD ST. DETROIT, MICH.



Such is the Army of Users

FOR READY ACCESS TO FACTS, USE—

COOK'S

STEEL FILE SIGNALS

WILL NOT TARNISH
EASY TO ATTACH
READILY SHIFTED
ALWAYS STAY PUT
12 NON-CHIP COLORS
MANY PAT. FEATURES
TYPES FOR ALL FILES

CARD OF SAMPLES ON REQUEST

OTHER USEFUL OFFICE ITEMS

"BURRO" LETTER CLIPS PAPER CLIPS

"BURRO" INDEX TABS

THE H. C. COOK CO., 18 BEAVER ST., ANSONIA, CONN.
"EVERY COOK PRODUCT UNCONDITIONALLY GUARANTEED"

HERE'S GENUINE Scripto LONG LEAD REFILLS

For the Millions of Scripto Pencils in Daily Use!

10 DEGREES OF BLACK

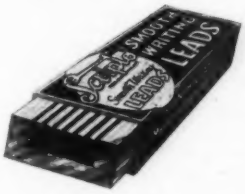
17 POPULAR COLORS

ALWAYS READY TO WRITE

And in the wide range of degrees and colors available in Scripto leads, there is one for all who write or figure. When the 4-inch lead is finally used up, merely insert another, and you are ready to go again!

We suggest that you take extra good care of your Scripto pencils. The supply of materials for making new pencils may be uncertain for the duration of the war. But each Scripto pencil is built to last and the 4-inch genuine Scripto refill leads are plentiful. They are always sharp—always ready to write—always the correct diameter for any Scripto pencil.

ASK YOUR OFFICE SUPPLY DEALERS



They will gladly quote prices and give prompt attention to your orders for the various degrees and colors of both 4-inch and 1⅜-inch Scripto leads. Ask them now.

IDENTIFY *SCRIPTO* LEADS BY THE RED CIRCLE ON THE PACK

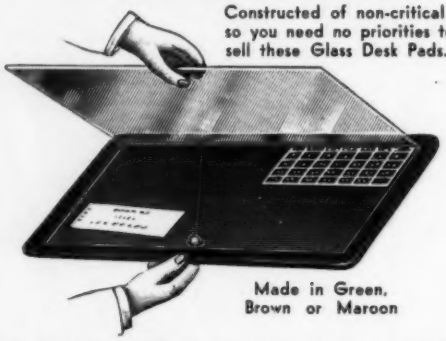
Scripto

MFG. CO. ★ ATLANTA, GA.

Newly Designed

GLASS DESK PADS

Constructed of non-critical materials, so you need no priorities to order or sell these Glass Desk Pads.



Made in Green, Brown or Maroon

Made of LYNO Board with a ¾" frame of LYNO Board all around. Smoothly rounded corners and edges. Convenient lifting arrangement that allows glass to be raised and papers changed. Back covered with felt.

Overall size 19¾" x 25¾" (Glass size 18" x 24")
Available with ⅛" or ¼" glass
at $3.50 and $5.00 list.

Delivery outside the U. S. involves a charge for export packing.

Geo. E. Fox & Company
Office Specialty Manufacturers Since 1911
412-420 ORLEANS ST., CHICAGO, ILL.

Help Uncle Sam . . .
Conserve Materials

Buy the preferred Daco line. Daco products are made to last longer, reducing costs and saving materials.

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- Printed and Ruled Stock Forms
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- Guides and Indexes
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Write today for illustrated Catalog and Prices.

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THE DACO CARD & INDEX CO.
9 FEDERAL COURT · BOSTON, MASS.

Grade A • A duplicator ink prepared and adapted for use with open or closed type cylinder duplicators. It is uniform in quality, free flowing, quick drying. For use with cellulose or non-cellulose stencils.

Available in:
½-lb. round cans with wide mouth opening
1-lb. round cans with wide mouth opening
½-lb. round cans with narrow mouth opening
1-lb. round cans with narrow mouth opening
½-lb. square cans, cone-shape spout opening
1-lb. square cans, cone-shape spout opening

SPEED-O-PRINT QUALITY Duplicating INKS

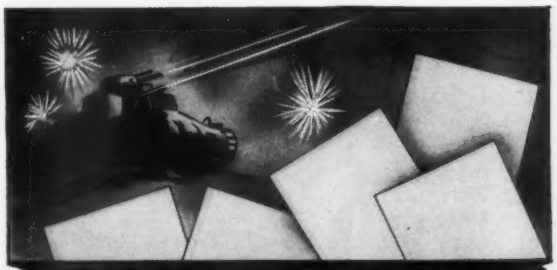
Thrift-Quality

• A specially manufactured low-priced ink that produces clear and uniform copies. Thrift-Quality ink is adapted for use with open or closed type cylinder duplicators. May be used on all makes of duplicators and with any type of stencil.

Furnished in 1-lb. round cans only

Write for details.

SPEED-O-PRINT CORP. Chicago, Ill.



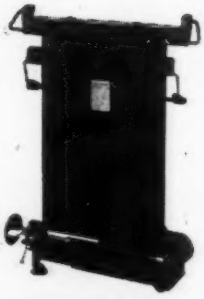
TANKS-LETTERS

and Copyholders

For every tank produced today there are "tank loads" of letters written about it. Letter production is part of War Production and necessitates speed and accuracy in handling. The ERROR-NO Copyholder on the job insures rapid-fire output of today's vital letters, reports specifications and records. Use ERROR-NO and Keep 'em Rollin'!

Write for today's delivery details.

The Dawn Manufacturing Corporation
42 Mt. Hope Avenue
Rochester, N. Y.



ERROR-NO
BUILT IN SEVEN SIZES

NEW YORK NOMA OPENS SEASON

A capacity attendance of members and guests filled the Casino-in-the-Air, Belmont Plaza Hotel, September 16, for the new year's first meeting of the New York chapter, National Office Management Association.

Chapter president C. F. Hohwieler, Crown Zellerbach Corp., opened the meeting by presenting L. A. Griffin, Johns-Manville Corp., program committee chairman. Mr. Griffin announced that the first of a new series of between-meeting luncheon get-togethers would be held at the Crystal Room, Belmont Plaza Hotel, Tuesday, October 6, at 12:15. The purpose of these meetings will be to discuss informally current problems while they are still "hot." Because of their nature, the luncheons will be open to members only.

Dr. Coleman Maze, New York University, president of the National association, was present and spoke briefly, explaining the division of the trophy between the New York and Montreal chapters.

Mr. Griffin then outlined programs for the coming year: October 21, "Office Equipment Problems Created by the War"; November 18, "Meeting Wartime Salary Problems"; December 18, "Raising the Sights on Office Management"; January 20, "New Fields for Women in the Office"; February 19, "The Lowdown on the Higher-Ups"; March 17, "The School's Place in Business Education"; April 23, "Employment Techniques—Recruiting, Selection, Induction"; May 19, "Morale—Its Importance Today."

Bill Arnold, Underwood Elliot Fisher Co., chairman of the meeting, presented the feature speaker, Stanley B. Adams, War Production Board, Washington. Mr. Adams expressed the belief that management would be more important than ever in the post-war years, and went on to give an intelligent talk on the operations of the allocations system. A question period completed the evening's program.

KIMBERLEY-CLARK HAS COLORFUL CIRCULAR

To promote its Multifect Levelcoat paper, Kimberley Clark Corp., Neenah, Wis., recently distributed a four-page circular illustrating the manner in which the stock takes color and reproduces halftones. The back cover lists the firm's distributors.

SCRIPTO GETS ARMY-NAVY "E" AWARD

The Army-Navy production award for achievement in war production, the first to a Georgia corporation, has been awarded the men and women of Scripto Mfg. Co., Atlanta. Eugene J. Stern, company president, has received notification of the award from Under Secretary of War Robert P. Patterson.

BAINBRIDGE LISTS NEW FASTENER, NEW BASKET

Two items announced in the supplementary price list on new merchandise just issued by Bainbridge, Kimpton & Haupt, Inc., 218 Greenwich St., New York, are the Bainbridge non-metallic fastener and the Bainbridge Fibrcan basket. The fastener is of the prong type, made of flexible durable material, easy to apply, efficient to use. It is light weight, an important factor in transportation costs. The new fastener is available for immediate delivery in two sizes: 2¾ inches center to center with one-inch capacity, listed at $12 a thousand, and with two-inch capacity listed at $13.50 per thousand. Fasteners are packed 100 to the box, 1000 to the carton.

The Bainbridge Fibrcan basket is a light-weight but sturdy basket of fibre; it does not rust, dent, or make a clatter. Reinforced with a seamless steel ring at the top, the basket has an inverted fibre bottom re-inforced for longer wear. It comes in three sizes and is attractively finished in four colors: walnut grain, mahogany grain, olive green, and brown.

We Can All Serve the War Effort

No. 544

Quality Brief Cases are essential to the war effort. They assist Inspectors, Technicians, Executives of government, war boards and industries to more efficiently carry out their tasks.

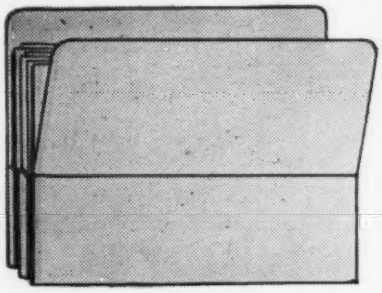
We are grateful for the part our plant now contributes to the war efforts—and through our dealers, who can help us keep the supply channels open by classifying their purchase orders under Priorities Regulation.

FRANK MASHEK & CO.
CHICAGO

New York Office: HAROLD ATWOOD, 280 Broadway

Thanks —
DALE CARNEGIE
Ex-Pencil Point Busters Everywhere Agree It's Almost
UNBREAKABLE

THE IDEAL REPLACEMENT FOR



METAL FASTENERS
EXPANDING FILE POCKETS
for
FILING BULKY PAPERS
use
FIBEROPE ALWAYS

Send for Free Copy of our Consumers Samples

FEDERAL FILE ENVELOPE CO.
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TEMPO *Duplicating Inks*
Give THAT PRESS PRINTED FINISH

No. 400 TEMPO'S TOP QUALITY INK
No. 260 TEMPO'S FAST-DRYING INK
No. 610 TEMPO'S LOW-PRICED INK

STANDARDS OF PERFORMANCE and efficiency are higher than ever these days. The demand is for speed-up of production without sacrifice of quality. Ink, the smallest expense in a duplicating job, is one of the most important factors in successful operation. Insist on TEMPO INK for the most economical and satisfactory results . . . there is a TEMPO INK for every purpose and every price requirement.

MILO HARDING COMPANY
435 West Pico Blvd., Los Angeles
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Names It Will Pay You to Remember Are

TTEKCIB
and
SNOIHSUC ROTARIPSER

At the present time, as the result of the rubber situation, we are very much mixed up so please overlook the fact that we spelled the names backward.

When the last shot is fired and peace is proclaimed we will be able to serve you as before.

(Now transpose the letters and discover who caused you all this trouble.)

WATERTOWN WISCONSIN

A NEW TECHNYGRAPH QUALITY PRODUCT

This systematic and protective filing method insures utmost safety for stencials, at low cost.

The Smart Way to FILE STENCILS *for Re-run*

2 SIZES
—for 50 and 100 STENCILS

20" long, 10" wide; handy index page is standard on both sizes; production record page for each stencil allows space for complete information.

Covers are of heavy blue leatherette stock; pages numbered; spiral binding enables book to lie flat at all times.

Write today for descriptive circulars

Technygraph Co.
TECHNY, ILLINOIS

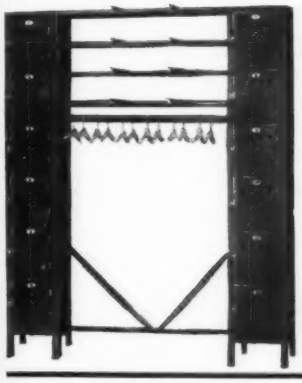
NOW AVAILABLE IN WOOD

—a complete line for office and factory.

Office Valet Costumers and Wardrobe Racks —so closely duplicating former steel units that they make perfect "add-on" units for present steel installations.

Peterson Industrial Racks, in plywood and hardboard construction, double locker room capacity. Save floor space for productive use. Keep employees clothes "in press" dry and sanitary. 5 ft. unit with lock boxes accommodates 12 (double back-to-back unit, 24).

Write for new Industrial Catalog Sheets and go after this large volume market.



VOGEL-PETERSON CO.

"The Checkroom People"

1818 N. Wolcott Ave., Chicago, U. S. A.

DRAFTING SUPPLIES

—in stock for immediate delivery!

—FOUR POST DRAFTING TABLES
—DRAFTING BOARDS, HORSES & STOOLS
—DRAWING TABLES, T-SQUARES
—TRIANGLES, STRAIGHT-EDGES
—SCALE RULES, PROTRACTORS
—DRAFTING MACHINES
—ELECTRIC ERASING MACHINES
—TRACING PAPERS & TRACING CLOTH

—and hundreds of other important drafting and drawing materials available from stock.

Write on your letterhead for a free copy of our 224-Page General Catalogue.

The Department Store of Art Materials

ARTHUR BROWN & BRO.

67 West 44th St. New York, N. Y.

SERVICE—

DURING WAR TIMES

We are constantly endeavoring to maintain our high type of service to our many dealer friends. Please rest assured we are doing our best in the fulfillment of your orders but in these war days everyone must realize that Uncle Sam comes first—he is America's preferred customer.

- DRAFTING KITS
- PROTRACTORS
- TRACING PAPERS
- LETTER GUIDES
- ERASING SHIELDS
- T-SQUARES
- TRIANGLES
- DRAFTING TABLES
- STRAIGHT EDGES
- INK-OUT
- ADHESIVES
- TYPEWRITER CLEANERS
- TYPEWRITER OIL
- TYPEWRITER KITS
- SANDPAPER PENCIL POINTERS

Prices and delivery dates on the above items will be given gladly upon request.

CARDINELL CORPORATION

MONTCLAIR NEW JERSEY, U. S. A.

ANOTHER NEW ITEM!

NO. 941—SERVICE MEMORIES
RETAILS AT $1.25

AN IDEAL GIFT FOR THOSE IN THE SERVICE
MANY NEW ITEMS IN THE LINE OF
"MEMORY MASTERPIECES".
AND THEY'RE AVAILABLE

WRITE

FINCH & McCULLOUCH

AURORA ILLINOIS

Manufacturers of Quality Since 1903

BERNARD
TRADE MARK REG.

"PUNCHET" TICKET PUNCH

Standard Package: 1 Dozen in a Carton.

Size—Length .....5 Inches
List Price .....**$4.20** Dozen
Lbs. Wgt. 1 Doz.....2¼

Dies: Diamond — Club — Heart — Spade — Triangle — Half-Round, ¼", 3/16", ⅛" Rounds.

No. 275—5"

THE WM. SCHOLLHORN CO.
New Haven Connecticut

Lassco **INVERTED PAPER DRILL**

All working parts below table—SAFE, CLEAR, UNOBSTRUCTED OPERATION

Uses Drills ⅛" to ½" diameter. Can be used on PAPER, CARDBOARD, CORK, FELT, ETC. Also Cabinet Models.

LASSCO PRODUCTS INC.
485 Hague St., Rochester, N. Y.

FOR FAST SERVICE

That's the UNIVERSAL SERVICE from their large stock of Visible Record Equipment and other business equipment such as

Calculators, Comptometers, Addressographs, Multigraphs, Dictating Machines, Mimeographs, and Office Machines.

UNIVERSAL
OFFICE EQUIPMENT CO., INC.
561 BROADWAY NEW YORK CITY
"The House That Confidence Built"
Cable "Uniquip"—New York

CLEARTYPE
SEVEN COLOR
WORLD MAPS
ARE STILL THE
DEALER'S BEST BUY
FULL SIZE SAMPLES ON REQUEST
AMERICAN MAP CO., INC.
16 EAST 42nd ST. NEW YORK

YOUNG HEADS INSURANCE BUYERS ASSOCIATION

At its annual meeting September 29 in Hartford, Conn., the Association of Insurance Company Buyers, an organization of purchasing agents of New England insurance companies, elected J. A. Young, assistant secretary of Monarch Life Insurance Co., Springfield, Mass., president of the Association. Mr. Young succeeds W. B. Joyner who resigned to enter other activities. Mr. Young has been secretary for the past two years and was on the executive committee several years before that.

Other officers elected were J. P. Camp, Phoenix Mutual Life Insurance Co., vice-president; Edwin Johnson, Massachusetts Mutual Life Insurance Co., secretary; and W. E. Lutz, Caledonian Insurance Co., treasurer. The executive committee is composed of R. L. Jones, Security Insurance Co.; Donald Sias, Massachusetts Indemnity Insurance Co.; George Woodward, Factory Insurance Co.

The Association, organized in 1933, will hold its next meeting in Springfield on November 9.

AMA TO STUDY OFFICE MANAGERS' PROBLEMS

Methods of adjusting office operations to wartime problems will be dealt with comprehensively at the Office Management Conference sponsored by the American Management Association at Chicago's Drake Hotel on October 15 and 16. W. E. Tarr, AMA vice-president and general office manager of Studebaker Corp., is in charge of arrangements, and speakers will include R. P. Brecht, University of Pennsylvania; Ordway Tead, Harper & Brothers; W. A. Patterson, president, American Air Lines; Harry E. Niles, Baltimore Life Insurance Co.; L. A. Griffin, Johns-Manville Corp.; Alvin E. Dodd, Association president; and other well known business and professional men.

A FRANKLIN PRODUCT? IT MUST BE GOOD!

We are noted for our high quality ribbons and carbon papers. It is with much satisfaction that we continually please our friends, both old and new alike. For better service and superior merchandise . . . It's "Franklin"!

FRANKLIN RIBBON & CARBON CO.
161-163 William Street New York, N. Y.
Manufacturers of
BENJAMIN FRANKLIN AND KLEENERTYPE BRANDS
RIBBONS AND CARBONS

Swan is Still
AT YOUR SERVICE
with their American-Made
CASINO
OTHELLO—Commercial and Copying
TIGER
FLORA
FORTUNA—Colored Pencil
SWAN PENCIL CO., INC.
221 Fourth Ave., New York, N. Y.

"We've got Your Number"

A POINT FOR EVERY DESK-WORKER!

Executives, bookkeepers, stenographers, clerks—all need different style pen points. And all can have the *exact* style they need with Esterbrook Fountain-Pen Desk Sets! For instead of a limited choice of point styles, Esterbrook makes 31 Renew-Points. You fit the point to the hand and job, rather than force the hand and job to make the best of the point! The Desk Set illustrated is only $1.75, *complete*. Extra Renew-Points are 25c, up.

THE ESTERBROOK PEN COMPANY
28 Cooper Street, Camden, N. J.

Esterbrook

NOW more than ever
•OLD FAITHFUL quality counts

Our country is at war! We are fighting a battle of production. In these days your customers cannot afford time-wasting, error-producing, inferior quality in their tools. That's why stationers all over the country are selling these proved quality Old Faithful Products. Quality means efficiency and America needs efficiency everywhere to bring us victory.

Write for the Old Faithful catalog today.

•HYGIEIA DUSTLESS CHALK • •GB COLORED PENCILS •PRANG WATER COLORS • GB CELLOPHANE AND GLASS MARKING PENCILS • PRANG TEMPERA • PRANG TEXTILE COLORS • PRANG DRAWING INK • AMERICAN MARKING AND CHECKING CRAYON FOR LUMBER, STEEL, GLASS, LEATHER, RUBBER, TEXTILES

•Reg. U. S. Pat. Off.

THE AMERICAN CRAYON COMPANY
204-304 HAYES AVENUE SANDUSKY, OHIO
NEW YORK SAN FRANCISCO DALLAS

THERE'S A BIG V IN MODEL KS FOR THE DURATION!

With a little artistic license we demonstrate the V included in the letter K . . . two V's in fact. One's for us (you and the Hunt folks), the other is for Uncle Sam. You'll be hearing more about KS throughout the war period and that's all you'll be hearing from Pencil Sharpener Headquarters because there just won't be anything else to talk about. So—get on the KS bandwagon and cash in with the greatest of V's!

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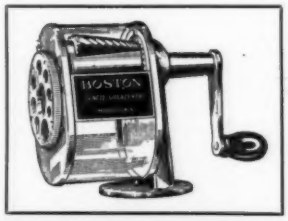

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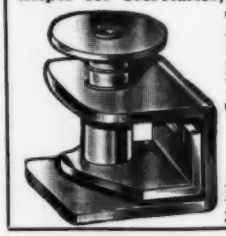

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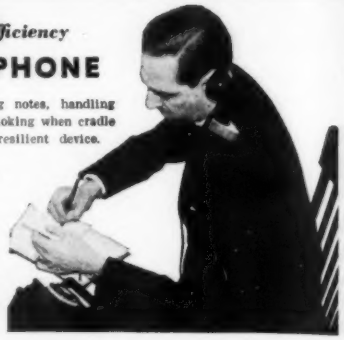

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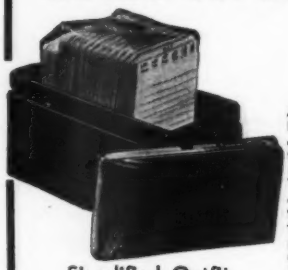

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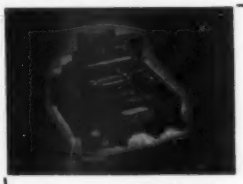

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